

RETAIL ADVERTISING  
FOR  
DRUGGISTS AND STATIONERS  
BY  
FRANK FARRINGTON



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RETAIL ADVERTISING  
*for*  
DRUGGISTS and STATIONERS



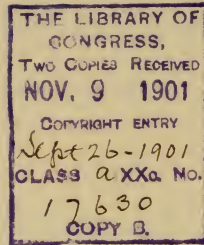
RETAIL ADVERTISING  
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DRUGGISTS AND STATIONERS

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## THE EXCUSE

PEOPLE who write books seem always to put in an excuse labeled "Introduction." I will put in an introduction labeled "Excuse."

This little book is for people who want to advertise. It is a plain talk between you and me without even the editorial "we" between us.

If I may blow one or two blasts on my own horn, they amount to this;—I have been in the drug and stationery business (with their side lines) for twelve years, and what I have not learned about them yet would make a whole library of bigger books than this one.

The point though, isn't what I've not learned but what I have learned. If I can help you by the practical pointers in the pages to follow, we will both be glad; if I cannot we will both be sorry.

If I had my way, this book would be sold on the "money back if you want it" plan, but the

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publishers object. They say books aren't put out in that way.

I have tried to avoid rhetorical fireworks and talk straight to the point on every page. If you have a complaint after taking my advice I shall want to hear it. Complaints are the paving stones of the road to perfection—perfection in the complaine, I mean.

The lines of business covered here are, in a general way, drugs and stationery, but they mean much more. Drugs mean soda water, candy and cigars beside the regular stock. Stationery means not only writing paper, but books, magazines, and all the appurtenances of each, and much else in the way of odds and ends with profit attached.

Frequently all this goes as a drug store.

The proprietor of almost any moderate business can apply every principle herein set forth to his own store, so that I am covering a wider field than at first appears.

FRANK FARRINGTON.

*Delhi, N. Y.*



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# RETAIL ADVERTISING

*for*

## DRUGGISTS and STATIONERS

### I

#### In a General Way

**I**N a general way—advertise and keep advertising until you have made enough money. The people who have made money by advertising are countless; the people who have lost money in advertising—well, there are lots of them, too.

Look in the magazines. There you will find the ads that are money makers and the ads that are money losers. You won't be able to tell which are which, but they are all worth study-

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ing. The most expensive ads and the most striking ones sometimes pay the least profit.

It is commonly supposed that the magazine advertisement is the highest type of perfection in the modern art of advertising, but even the best magazines have some terrible examples of how such work should not be done.

Some of the greatest sensations in the advertising world have been caused by the spending of enormous sums of money in some advertising scheme which failed utterly except as a method of distributing wealth. Articles of apparent worth have been heralded by tons of printers' ink spread over acres of paper until their names were household words, and yet they did not sell. A modest quarter page in a cheap magazine has made an overwhelming demand for some article of almost no worth. These are the extremes.

Anyway the bigger advertising does not come within our province. You and I are the little advertisers who advertise by the one, two, or ten

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dollars worth. We are the little fish who have been talked about in a vague, indefinite way as being eaten up by the big ones. We are here yet though, and while we wait for the big ones to swallow us, we must live. If in the meanwhile we can get our growth, we will be in a position to do a little swallowing on our own account.

To the man in the store, the value of advertising is not in proportion to its size; it is in proportion to its persistency. Persistence after all is what counts. It is the keynote of successful advertising, as it is of successful anything. Just study up the persistency question a little on the side when you have time. By persistency I don't mean putting an ad in your paper and persisting in keeping it there until the face wears off of the type. I mean persistent hustling, hustling persistency and continual effort.

I am not going to tell you of the uselessness of the old style newspaper ad that went into the local paper when the merchant went into

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business and stayed until his assignee ordered it stopped. If you are that sort of an advertiser you never will bother to read this book—probably never will hear of it. The necessity of frequent change of ads has been harped upon so much for a few years now that it is a trite subject to mention, but I want to read you a little lecture on forgetting to change the ad that you meant to change.

I know a man who has started in three times to advertise his store—started well too—and has each time changed his ads regularly for several weeks only to begin to let them run over once or twice, then more times and more, until they have died a natural death and been taken out because the printer couldn't collect his bill. That man, I suppose, lacked persistence. I don't believe "shif'less" would be far from his size, really. Forgetfulness will become shiftlessness as sure as it is permitted to have its way.

I live in a small town and a hustling town but



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I've seen Christmas present ads run straight through the year and hammock ads last all winter.

I could name plenty of such cases where merchants have made their advertising space advertise their shiftlessness and nothing else. Those same men are pretty apt to have a store window that would look better with the curtain down.

It will take a lot of advertising to overcome the effect of a dirty show window, unchanged and unchangeable. I don't know that it can be overcome.

When you begin to advertise, don't look for results as soon as the first man has read your advertisement. One of my fellow merchants was asked to advertise in a local paper but replied,

"No, I guess I won't try it again. I put an advertisement in the paper once and I never could see that it did any good. Everybody knows that I am here and if they want to trade with me they'll come and do it."

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Of course. Probably the advertisement didn't do him any good. As like as not there didn't half a dozen people see it. *Once!* why, you can't stop the crowd by shouting once, you've got to keep on shouting, and probably then you will need to get out and grab hold of them to get their attention at first.

When you were a boy and your mother called you in from playing "hi-spy" with the neighbor's children, did she say in a mild voice, back in the house somewhere—"Johnny?"

No sir-ee, she got out on the piazza and shouted at the top of her lungs,—“Johnne-e-e!” No answer. “Johnny!” No answer. “John!” Still no reply. “John Harold Smith, if you don't come in here at once, I'll see that you ——,” but by that time you had heard and started.

That's the way to advertise, but you don't need to bear on quite so hard at that last call. Just keep up the “John” a little longer and the

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customer will come unless you have fooled him some time in the past.

A store can be run successfully, or fairly so, without advertising, but it is the rare exception.

The man who does not advertise will, ninety-nine times in a hundred, go to the wall and no one will miss him. He won't even make a spot on the wall.

In the days when no one advertised, if there ever were such days, the man who could extol best by word of mouth the virtues of his wares, sold the most goods. The oriental silk merchant who displayed his damask stuffs most attractively in his narrow street stall, won the cream of the trade from his more easy going neighbor. Display of goods still cuts a most important figure in selling but it must be supplemented by (or better, supplement) advertising.

Druggists have a good deal of professional dignity which is a good thing in small quantities. They are inclined to feel themselves above the

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common ways of tradespeople. Folks who feel above, no matter what they're above, if it's honest, are pretty apt to be lonesome and there's no money in being lonesome. To get money you've got to mingle with the rest of the money-getters. Some of them are not pleasant companions, but that has no bearing on the case.

The more people you can know personally, the greater can be your hold upon your trade. When a man has been in business in a small town for a year or two he can bow to every man he meets on the street. They all know him even if he does not know them.

The merchant who greets a working man effusively in the store and fails to recognize him on the street, will lose that man's trade. The opinion which the laborer will form may be unjust, but the result is the same. If you are running a store you can't afford to be haughty or put on airs, and if your eyesight is poor get a pair of glasses.

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In a small town every individual is a recognized part of the community. None is so humble that he may not complain of his trifling troubles directly into the ears of the highest. The class and mass distinction is gradual. There is wanting the sharp, distinct dividing line of the larger communities.

City and country advertising must necessarily be very different, but there aren't many cities large enough to be too large for the small dealer to get for his store a reputation which shall extend over at least all the available territory.

On the other hand the littleness of your town is not the hamper that you think it is. I know of a big store that does a hundred thousand dollars business every year in a village of 500. I know of a drug store not far from my own town that gets \$23,000.00 cash receipts per annum in a place of from 2,500 to 3,000 inhabitants and there are two other druggists too.

There are great possibilities in any town for



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the persistent hustler. You can't get rich quick by advertising. If you are anxious to get rich quick you will have to gamble. If a gambler gets rich at all, it is done quickly. Your business isn't a gamble, but it *will* pay you to take some chances. Nothing venture, nothing gain.

In the moderate sized town the druggist has the chance of becoming a distinct personality. He can impress his individuality so upon his advertising as to become more than merely the man who runs a drug store on such a corner. The druggist has that opportunity to a greater extent than any other store-keeper.

Most druggists sell stationery and many of them conduct a news stand. All stationers run a news department. This makes the three businesses so nearly allied that I am treating them all in the same book. Stationery can be made a valuable line for the druggist. He is well able to handle it and is usually well equipped to display it.



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It hardly seems necessary to argue with a man to show him the value of advertising and yet it is surprising how many business men are letting their opportunities slip by, satisfied with a living when they might be laying up for the traditional rainy day.

The country merchant has many advantages, in his advertising possibilities, over his city brother. The question of expense is not so serious with us of the smaller places. The local papers are usually reasonable in their rates to home merchants which places the most valuable of all forms of advertising within reach of the poorest. If you want circulars distributed from house to house, it is practical in the village, at a low price. In the city it is not practical at any price. The country dealer knows his competition pretty thoroughly and knows the personal tastes of his customers. He knows too, the personal tastes of the other fellow's customers whom he wants to get.

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Advertising is not for to-day. It is building for future days and years. Don't be in a hurry about it. Build well or the structure will fall on your head. Make your advertising consistent. Don't fool your customers. They won't come twice to a store that has fooled them with advertisements of bargains it didn't give.

I know of a men's furnishing goods store which advertised "Big Clearance Sale." I went in one day and bought some ties, suspenders, etc., to the amount of three or four dollars. The discount that I received on account of the "Big Clearance Sale" was five cents off on one neck-tie, a small incident but it showed a niggardly policy which, to say the least, is a severe handicap. If you advertise bargains, give bargains even if you have to sacrifice some staple stock. The other policy will lose you more money than you could lose on a few sales at less than cost.

Don't advertise insect powder in December—

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it won't pay you. I've seen furs pushed in July by a big house, and sold too, but you can't gage your advertising by that of a department store.

Get all your store improvements commented upon in the news columns of your papers. It will cost you nothing and it all counts. Watch every chance to familiarize people with your store and store methods, but bear in mind that any advertising that tends to induce a customer to pay more for an article than it is worth will prove a boomerang.

Be generous enough to let your competitor have the ad on the hotel register, the directory, and the elephant in the circus parade, but don't turn down church affairs and other public programs because, while the advertisement itself is valueless, the good will of the promoters is worth keeping at the small expense. It is a sort of blackmail, but be cheerful under it. Above all be quick to decide whether you will go into the

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scheme presented and don't go in grudgingly. You lose the credit of taking hold and the money as well. If you're going to give, give cheerfully and get all the good will you can out of it.

II

## Newspaper Advertising

THE newspaper is the old reliable advertising medium. Rightly used it is a money maker; wrongly used, it is a money loser every time. Are you using your papers at all? Are you using them right? Are you working them for all they're worth? If you are going to use your local papers, see that you get all out of them that there is in them.

Suppose your best local weekly paper charges you ten dollars a year for a three inch space, single column, next to reading matter. That size space is all right for a beginner at ad writing (it's easy to increase the space if you need to).

Suppose that paper goes to 1,500 subscribers. Perhaps 1,000 of them are within reach of your



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store, perhaps more; anyway that means probably 3,000 readers and possible customers reached 52 times every year.

If your advertisement runs over a week without changing, you miss the chance (paid for just the same) of saying something telling to two or three thousand people.

If your ad runs a year unchanged you are paying the same to tell those 3,000 people one thing about your store that your neighbor who changes every week, pays to have 52 little talks with them. In other words he pays about twenty cents a talk and you pay ten dollars.

If the telephone operator charged you ten dollars for the same time and distance use of the instrument that the man just ahead of you had paid twenty cents for, you would kick. You wouldn't pay it. In the newspaper case you are charged in practically the same way and you pay it without even kicking. It looks rather foolish, doesn't it?



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You leave your ad for the people to read a second time when you know that they wouldn't read even news matter a second time. Do you suppose that people are more interested in your ads than in news?

No sir! Ads must be fresh. Stale ads, stale goods; fresh ads, fresh goods. It's sure to be so. If the ads stand over, so will the goods.

If you were selling nothing but oil of pepper-mint or horse-shoe clips you wouldn't need to let your ads repeat. You have enough things to talk about unless your store is empty.

If your store does not have many seasonable goods—make them seasonable. You don't need a lot of special writing paper with Easter eggs all over it in order to advertise Easter stationery. Take one of your regular brands as a leader for the week. Fill up your window and use a lot of purple crepe tissue and a few appropriate mottoes; "Easter paper for Easter letters;" "Are you an Easter letter writer?" "Send a

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note of thanks for the Easter gift!" etc. Put the same sentiment in your newspaper space.

Easter is only one day.

St. Valentine's day is not entirely a children's affair. Make your advertisement a valentine.

Washington's and Lincoln's birthdays everyone knows. Utilize some of the other great men's birthdays too. People always grasp at a stray bit of timely information put into an ad.

Thomas Jefferson for instance. Push your fountain pens. Say, "Tuesday is Thomas Jefferson's birthday. We haven't the pen with which he signed the Declaration of Independence, but here's our new dollar fountain pen that writes better than any pen the great Thomas ever saw, etc."

There's a bit of advice about newspaper advertising and other advertising too, which is best expressed in the terse and slangy sentence, "Don't get gay."

Remember you're not writing comic para-

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graphs. If you can be funny try it on the comic papers. They will pay you more for that sort of thing than advertising will, if it's good—which it probably isn't.

A poor joke printed is a boomerang. A good one diverts attention from the business part of your ad. In general, people will call you fresh if you try to joke.

Business is business. Don't mix horse-play with it. A little humor is another thing. The jeweller who wrote "Watch our prices—price our watches" carried the thing just far enough, and even that paraphrase would make a better window card than newspaper ad.

Don't try to be an advertising poet unless you *are* a poet and then your stuff is worth more to print in the literary columns than among the ads.

Some people use poetry in that way with telling results, but the chances are you will fail. You will be judged by your verses rather than

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your prices. The tyro will find nothing like plain straight talk—just as you say it over the counter, only in better language.

If you are using a three inch single column ad, one article is about all you can handle at a time. If you find yourself doing that well, you can increase your space and advertise two or three articles or lines at once. It is better to increase your space up and down the column than to make it too broad. In a broad, double column space the tendency is to make your lines too long. Long lines are not so easily read.

Put prices in your ads. You have got to do it or you will miss your mark. Advertise for a thousand years without a price and you will only get a one hundredth part of what you would draw with prices.

People like to go into a store and say "Give me a pound of hellebore" and shove the money at you without having to ask how much it is.

It may be hellebore, toilet water or the latest

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book. They like to feel that they needn't ask the price.

I can't explain it but you know the feeling yourself. Walk along the street and look at the windows. You would go into a store and buy where the window had price tickets on what you wanted. You would simply trudge on with the money in your pocket if the price weren't there.

The newspaper price simply begins farther back. It enables you to start out from home to go to a certain place for a certain thing, confident in your financial ability to buy.

You can advertise Roger and Gallet's Vera Violet at \$1.10 and sell it when your competitor is keeping it at \$1.00 because he does not mention his price when he advertises the perfume.

Because you quote prices you needn't cut prices. The man who fears to quote a low price on goods because it lets his competitor know what his price is, will never be a bold or successful advertiser.



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Forget your competitors. They should not be a hamper. Suppose you are selling something for less than the next man and you quote a price which brings him down to your level. That's all right, the quotation will be seen by a lot of people who have been paying him the long price. Next time most of them will come to you straight without going to ask the other man if he is coming down to your figure. The people who buy like to know prices in advance.

Make your advertisements say something besides telling that your store is the best place to trade. That's a rather trite ad. The reader thinks—if there is a reader—"of course he'd say so."

Prove it! Prove that your store is the best place to trade. To do that you must resort to figures as well as facts.

If you claim that your baking soda is better than the grocer's, prove it. Tell all the good reason's that you can state concisely and clinch the argument with a price.



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That not only shows that you think you are selling as cheap as the next man (perhaps no cheaper), but it also shows that you are not ashamed of your prices, that you do not consider them unreasonable.

Prices are so generally quoted nowadays that the man who leaves them off is suspected of being afraid that his are too high.

I know a merchant who has spent more money perhaps than any other in his town in advertising, but his results have been as nothing when compared to what he might have made them for the same investment.

He has used newspapers, circulars, dodgers, sign-boards, posters and dozens of other schemes but never a price and rarely an argument.

It has always been (and I guess will continue to be) "Smith's is the best place to trade"; "Great bargains at Smith's"; (never a bargain mentioned) "Smith has the best stock of this or that." Not a distinctive line in the columns and columns used.

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Good money thrown away, pretty nearly. Lots of people know that Smith runs a store, but that isn't much. Most people know the stores anyway. In a small town everybody knows who is there.

Advertisements that say nothing are worth nothing. Get a catch phrase the first thing you do when you begin to advertise. If you can't think up a good one yourself, get it done by some ad man. Get a good one or don't get any.

"Money back if you want it" is all right, but too much used. Probably somebody in your town already uses it.

If you are in the stationery business, try something like, "A paper store for paper buyers", or "Paper caterers". If yours is a drug store try "Our drugs are Pure"; "Smith's Pure Drug Store"; "If it's wrong we'll make it right." "The money is yours if the goods aren't right."

Be careful not to have the sentence too long. It should be short and pithy. There is some sen-

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tence which is just adapted to your needs. Look till you find it and then use it on every ad that you get up. Make that sentence synonymous with the name of your store.

Be original! Better a year of originality than a cycle of imitation. Whether your ads are weak or strong depends much upon their originality. Don't copy your neighbor's schemes or methods.

Remember you are striving for an individuality of your own. You don't want someone else's.

The ways and words available for your uses are so infinite that you need not duplicate anyone.

I do not mean by that that you need never use other people's ideas. What is this book for but to help you to use my ideas? That's not all though. When you get started, you will soon be overflowing with ideas of your own. If you have hard work writing ads at first, study not

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only the sample ads herewith, but the magazine ads; you can get lots of ideas there.

It is the way in which you present other people's ideas that gives your advertising originality.

If you have any literary ability, you will of course, unconsciously put a style into your ads, but without that ability, by observing a few rules of your own making you can develop originality.

Make the mechanical part of your ads attract attention. If every ad around yours is set without a border or margin, or if you are next to reading matter, adopt the plan of using a white margin.

If all the neighboring ads are set with a margin, get a distinctive border and keep it around every ad. At any rate when you get your mind settled upon some good 'style, stick to that style.

Make it a stipulation when you get your news-

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paper contract that your ad shall always occupy the same position.

People will look for an ad every week when it's always in the same spot. If it is always shifting about, they will only read it when they stumble upon it. Your idea should be to become a part of the paper, something that people will look for with interest.

Don't let the printer put your ad where it will be part on each side of a fold in the paper—if you can help it. You have got to make it easy for your readers instead of difficult.

If you are a new advertiser and if you live in a small town where the advertisers are a little slow, you will at first have a hard time to get your ads set up as you want them, but when once the printer understands thoroughly your idea there will not be much more trouble.

There's a form of newspaper advertising more expensive than the regular space, that it's worth while using when you have worked your other



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ads up to a creditable condition and that's the reading notice.

Most local country papers charge 5 cents a line (figuring seven words to the line) set in the same columns with local news. If you want them set in italics the price will be higher. They may be worth more or may not, you will have to judge of that by experience.

The reading notice is well adapted to special notice of special sales or special prices. Don't forget that it is available.

Now that you have decided to advertise and know something about how to do it, what are you going to advertise?

Let me suggest that you look through your stock and see what there is that does not sell as well as it should.

Perhaps you are not getting your share of the trade in hair brushes. Where are people buying them and why don't they come to you?

Those are good questions to apply first to any article you think of.



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Perhaps they are getting them at a dry goods store that sells them for less profit than you do.

Don't cut on patent medicines unless you have to, but don't be afraid to come down on the prices of anything else in your stock that is moving too slowly. It is likely that you are too high if you do not sell your share.

Figure out a fair profit—you might better be selling goods at just a moderate profit than holding them for possible sales at too much profit. The former way will make you the most money.

In a Pennsylvanian town there used to be a jeweller whose wife was wont to say, "Well, John doesn't sell very many watches, but when he does sell one he makes an awful profit."

You don't want your wife to give you away like that. The drug business wouldn't stand it, sales are too small.

Look your hair brushes over. If any are shop worn put the price away down. Don't be afraid

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to sell damaged goods for less than cost. The money ten minutes is better than the goods ten years.

Before you go at the brush business see that you have a sufficient variety to meet all reasonable demands and then begin your advertising. Nothing is worse than to advertise goods, get a demand started for them, only to run out of stock and have to admit it to people who have come as a result of your advertising.

Remember, in advertising brushes, or anything else, that odd prices are better than even prices; 98c looks at least 15c less than a dollar.

You can call attention in your brush ads to the fact that you have been in the brush business right along but want to sell more—afraid there are some people who didn't know you had them.

You can sell brushes as cheap as anybody—same with all your other lines.

Cigar advertising for the retailer does not pay

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as well as most things. I once inserted an ad to the effect that anyone clipping out that ad and bringing it in could buy three of a certain five cent cigar for ten cents (a \$35.00 cigar). The only person who responded to the call was the publisher of the paper in which it appeared and he came and kept coming—one of those ads every day, some days twice, until I thought he must have printed a special edition of his paper that week, but I didn't kick.

Still, a new brand of cigars can be helped very materially by good strong reading notices. Better with those than with ads in your regular space.

Dye stuffs are among the seasonable things spring and fall. Package dyes don't pay the profits that the old-fashioned dyeing receipts do, so it is a good plan to talk quite a bit about the latter.

Have a receipt book of your own and when the farmer's wife comes in and wants enough

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cutch to color ten pounds of carpet rags, you won't have to send her away because you don't know how much she needs.

Of course you have to keep the package dyes, but advertising them would be a good deal like advertising Hood's Sarsaparilla—five words for Hood and one for yourself.

Push the things there's a profit in. Be sure to get your seasonable goods going early. Have your hellebore on hand before the leaves on the currant bushes come out.

Get your paris green in stock while the potatoes are yet below the surface. The early bird catches the worm.

Don't neglect to have your own sarsaparilla; beef, iron and wine; tooth powder; cold cream; etc., etc., and push them in every possible way.

A sarsaparilla, if it's good, will stand a lot of advertising. Have it as good as, or better than the proprietary ones on your shelves and

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don't hesitate to recommend it—not only that but do better—guarantee it. Write an ad that will say; “we guarantee our Sarsaparilla to be up to Hood's, Ayer's, anybody's, everybody's. If it doesn't suit you throw it away and we will give you back your money. We warrant it to make you well, keep you well. It's not a cure-all, but it is a spring medicine unequalled.

“If you are buying sarsaparilla why not buy ours? You have nothing to lose. If it's not all you ask—here's your money.”

That will sell sarsaparilla for you. You take all the chances. They aren't many, either. Not one person in ten, even of those who think the medicine didn't help them, will ask for their money.

You can afford to make that offer on everyone of your own preparations. See that every ad pushing your own preparations makes it plain that they are guaranteed to do good or “your money back.”



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Lots of business houses are cranky about that. They lose a customer every time they refuse to make good.

How is your bird seed selling? There's money in that. Sell it in bulk—that's best. Have the packages too, for people who insist.

Make your ad tell where the seeds grow, how they grow, how they get here. Show why the bulk seeds are best—you can see what they are. You know if they're clean, full weight in that way too.

You will think of all sorts of things to say about all goods when you get started.

The average customer is pretty ignorant on the subject of drugs and their derivation. Make your advertising a campaign of education. Tell people something worth knowing, something they will remember about everything you advertise and they'll respect your knowledge.

When a man comes into your store for camphor and asks you, "where the dickens does that



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stuff come from, anyway?" Don't put him off with a careless "Japan," or answer in language he cannot understand, about stearoptens and the like. Tell him enough to give him an idea about it. You won't lose by the effort.

I think that of all hard things to get rid of by newspaper advertising or by giving them away, dead patents are the worst. No one wants them at any price. Bargain prices are no inducement.

One way and perhaps the best is to send to the manufacturers, if they are still in business for a supply of advertising matter; or better get them to send literature to your mailing list. They will usually do it without any purchase on your part.

That may move what stock you have or it may not sell a bottle.

There are firms that take dead patents in exchange but if you're not careful you'll get "deader" ones by trading.

## RETAIL ADVERTISING

If your dead patents are shelf worn, send to the makers for fresh wrappers.

Get one line of the dead ones down where they're handy and have your clerks sell them when there's a call for "something good for liver complaint" or other disease for which the medicine is recommended.

Dead patents are a bad lot and you've got to get rid of them the best way you can.

How is your sale on spices? Are the grocers selling them all? If they are, it's your own fault.

Get hold of their prices and then get the best pure spices obtainable and sell them as near the grocer's prices as possible.

People like purity in food stuffs as well as in medicines, and pure spices, in addition to being more wholesome are cheaper, even at a higher price because they go further.

Tell all this in your ads, and more. Tell them about each spice, where it comes from and so on.

## FOR DRUGGISTS AND STATIONERS

Keep up your campaign of education. Sell for grocery prices if you can.

Flavoring extracts want the same treatment. You have the advantage of the grocer on those though. You make them yourself and can sell in bulk. People, especially the farming classes like to buy in bulk. They think it's cheaper and it usually is.

Hot water bottles are good things for a bargain sale. Newspaper prices on a big lot of cheap hot water bags will bring people into your store and you can sell a good many of them good bottles when you have a chance to tell them the difference. Advertise.

### Here's Cheap Heat!

A hot water bottle for 58c.

Two quart size.

Nothing like them for whatever ails you in winter (summer either, for that matter).

We bought a little less than

## RETAIL ADVERTISING

a car load of them, hence  
the ridiculously low price.  
Better grades at proportionate  
prices, etc., etc.

There are no goods more susceptible to advertising than tooth supplies; brushes, powders and the like. People buy them often and are easily influenced by a good ad.

Why it is I cannot say, but in my experience, brushes will always begin to move when a window display is made and a good newspaper ad used.

If you are a beginner, begin on tooth stuff. It will encourage you.

Of course you have a powder of your own and sell in bulk too. Have your package attractive and of a generous size and guarantee satisfaction.

Offer a combination of a brush and bottle of powder for so much. If people like your powder they will come back for more. They will recommend it to their friends too.

## FOR DRUGGISTS AND STATIONERS

If you're going to advertise chamois skins, I wouldn't try to explain that there are no real chamois skins any more—that they are all sheep skins. Your competitor might take the opportunity to say that his *are* real chamois.

Don't give the other fellow a chance to catch you off guard in that way, and don't, under any circumstances be led into referring to him even in the most roundabout way.

You have enough to do to advertise your own business without using your space to boom your opposition as you'll do as sure as you refer to him in any way.

Most young advertisers are tempted into that mistake some time or other. Perhaps a warning may stop you—it didn't me.

How about stationery?

Are your ream goods selling well? There's every argument in favor of people buying ream goods. You can tell them how much they save; how they avoid the waste of envelopes that goes



## RETAIL ADVERTISING

with box paper. Tell them what ream goods are and why they should buy them. You will interest the other fellow's customers. It is the other fellow's customers that you are after. Keep that in mind.

There are new tints and styles in note papers every little while. Keep up with them and keep your customers posted—not on the freak papers, but on the new styles that are really good form.

Make your customers feel sufficient confidence in your judgment to be willing to take your word for what is correct in correspondence stationery without being obliged to refer to the "Ladies' Home Journal" to corroborate it.

Call attention to the fact that you have the paper and envelopes for invitations. Give that fact a good position once and it will be remembered by people when they need that sort of thing for parties.

Speaking of parties, don't forget to let the public know that you have tally cards and all



## FOR DRUGGISTS AND STATIONERS

such sundries. Tally cards, game counters and even playing cards will all go into one ad—if your space is of good size.

You don't have to use cuts to make your ads attractive. They are expensive, particularly so if you get good ones of a sort that possess any merit. Don't use the cheap ordinary sort that have nothing but price to commend them. They may be of some advantage, but it isn't up to the cost of the cuts.

There is one sort of newspaper advertising of which it isn't well for the druggist to have too much. That's the patent medicine advertisement over your name. You have nothing to say about what goes into the ad and yet it passes among readers as your work.

In addition to the fact that too much of that prejudices the physicians against you, there is the objection, a serious one too that oftentimes the ads are not what they should be. They are too frank. They discuss diseases which you wouldn't

## RETAIL ADVERTISING

talk about in your own space. You get the discredit and lose the respect of the readers.

Don't be afraid to advertise little things. Fortunes are made on little things—"Pigs-in-clover," \$90,000.00 in a few months.

Pens are small but you can sell them by advertising and extra pen sales mean extra penholder, blotter and ink sales.

Fountain pens are good subjects for advertising. You can work up for a good dollar fountain pen, a demand that will surprise you.

Fountain pen makers are liberal advertisers themselves and if you connect your own name with that of a prominent pen you will soon be known as the agent and people who have used that pen will come to you for repairs and for new pens.

Lawyers' seals are not too small to advertise; neither are paper fasteners, eyelets, staples, thumb tacks—there's a thing lots of people don't know where to buy—thumb tacks. They will

## FOR DRUGGISTS AND STATIONERS

wander all around the town, from the undertakers to the grocers, trying to find them and like enough won't think of the stationer at all.

Keep your customers posted on the latest and best selling books. The literary magazines and even some of the daily papers are continually printing the lists of best selling books. Why don't you put such a list in your ad space occasionally? It shows your readers that you are up-to-date.

You can get much of the book trade that goes to the cities if you try. People like to buy books and everything else where they can see before buying and of someone who will let them exchange books if they get one for a gift and find it already owned by the one they get it for.

I sold an old lady a copy of "Garden of Swords" for a gift. She took it home and brought it back—it didn't please her. She had had cake crumbs between the fly leaves and it

## RETAIL ADVERTISING

didn't look nice, but I took it and gave her something else.

I sold "Garden of Swords" for 35c—net loss on the whole transaction 45c, but with that 45c, bought a customer.

Fight shy of the fakers who are always coming around with the new (?) advertising schemes; telephone directory; Hotel clock, call board, writing desk, etc. There's not a cent in those things for you—not a cent. You don't even get anyone's good will. You are simply posting yourself as an easy mark for the next man.

Stick to your newspapers for the best results. It is the persistent hammering that brings success. One ad won't do the work, keep 'em going.

You will find it a great advantage to make use of town affairs in your advertising. Don't pick out the Lenten season to push playing cards and whist manuals, use some common sense in such things. If a fever epidemic strikes the place,

## FOR DRUGGISTS AND STATIONERS

advertise all your disinfectants. If the boys get up some bicycle races, say

### After the Races

use our rubbing stuff.

All the fastest riders use it.

Get one of the local cracks to let you say of him, "Smith, who holds the local mile record, says 'It's simply great!'"

Every bicycle rider will read the ad when he sees Smith's name and then, of course, you go on to say, "Even if you don't race you may fall off your wheel and there's nothing like that same rubbing stuff for such bruises, sprains, etc." Arnica, witch hazel and court plaster all come in for such an ad.

If there's a big masquerade coming off, tell the people about masks, false faces and wigs.

If the young folks are going into the amateur theatrical business, give them a few pointers on grease paints, face powders, etc. You don't re-



## RETAIL ADVERTISING

quire much of a stock of grease paints to supply all that are needed. A single "dollar make-up box" might be enough.

The little things are what get people coming for the larger items.

Give a lead pencil talk occasionally, not one person in a thousand but uses a lead pencil. Not one in a hundred knows whether No. 2 is harder than No. 3, or softer.

Scarcely a customer has ever heard of them as hard as V V V H or H H H H H H. Tell them the facts so that they can buy intelligently.

You will find lots of purchasers will take a five cent pencil when they have been using penny ones because they thought the difference was all in the paint.

Advertise the fact that you sell postage stamps. On holidays and after post office hours you will be a convenience worth while to lots of people. There's no profit in stamps but at any rate they will not become dead stock.



## FOR DRUGGISTS AND STATIONERS

People expect a druggist to sell stamps and you might as well be good about it and get all there is in it.

I know a city drug store where there is a branch post office for the sale of stamps. The government pays the proprietor a goodly sum per annum, when the proprietor would willingly pay the government as much rather than lose the extra trade it brings him.

Of course the sale of stamps in a city store will bring in many more people than their sale in a country store. In the small towns every one is within easy reach of the post office.

Soda water is a thing that is not usually advertised enough or rightly. The newspaper soda ad generally says, "Our soda water is the best in the world." It does not attempt to prove it—probably the assertion is too broad to prove anyway.

It doesn't describe a particular beverage in

## RETAIL ADVERTISING

such a way that people will go a dozen blocks to try it. Why not say,

“Try our ‘Mint Fizz.’ It’s a winner and only three days old at that. It has the mint flavor so perfect that you can see the plant growing by the side of the brook. You can even hear the brook ripple over the stones—if you listen sharp. Cold! of course it’s cold. Isn’t our soda always cold. Same price too as all our drinks. When you come to try it, bring a friend, or two friends, and if you aren’t all glad you’re living, after you’ve tasted ‘Mint Fizz,’ then we’ll let you keep your money!”

Get people interested. Whether it’s soda or sauerkraut, it’s all the same until the reader is interested enough to read the ad through.

Headlines go a long way toward making an advertisement a success. They get people to read it.

Be your ad ever so clever, if no one reads it it is worthless.

The heading should be such as will attract no-

## FOR DRUGGISTS AND STATIONERS

tice and at the same time indicate what you are advertising.

Scare heads are to be avoided and all sorts of fake headlines. They fool the people and make it harder to get their attention next time.

During the Spanish war a certain patent medicine house sent out window cards which would read something like this,

### Spanish Fleet

not in sight, but our pills, etc., etc.

We are not

### Captured

but every one who captures a bottle of  
our, etc., etc.

Those cards, where they struck a druggist foolish enough to use them, injured both the druggist and the patent medicine man.

Such ad heads are boomerangs.

If you want to advertise brushes, make your heading "Bristle Goods Prices" or "Brush Talk"; "Hair Brush Facts"; "Bristle

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Brushes ”; “Our Brush Family of Family Brushes.”

Suppose it a dentifrice of some sort; “Tooth Polish ”; “A Tooth Saver ”; “The Dentists’ Foe ”; or a toilet water; “The Odor Lasts ”; “Fragrant Waters.”

Make the headline a part of the first sentence of the ad if you like—in this way perhaps,

**“Mark a Black Mark**

if you’re going to mark at all. Our lead pencil, etc.”

You can help along your ink sales by ads beginning; “Inky Inks ”; “Who Reads Your Letters? Are you using an ink that they can see ”?

Here is an assorted jumble of headlines which you can apply as you like.

“Are Slates Out of Style?”

“Tag, You’re It!” (advertise marking tags, shipping and tourists’ tags).

## FOR DRUGGISTS AND STATIONERS

“We Study Blank Books.”

“Leaky Inkstands” (are no longer useful, etc.). Put in a secondary display line in the middle of the ad—“From 5c Up.”

“Our Magazines Won’t Explode.” (all the late periodicals).

“A Steamboat Deck” (Steamboat playing cards).

“We Whistle For Whist” (players to use our cards, etc.)

“Pounds of Paper for Grains of Price.”

“The Late Books are Early” (in our stock).

“The Rule of Thumb and Rule of Three” (are not in the same class with our 5c brass edge rule, etc.).

“You Can File a Bill on a Rat Tail File” (but you might better get one of our—files, etc.).

“Copperas for 5 Coppers” (per pound.)

“Live Dyes for Live Dyers.”

“ $\text{Na}_2\text{B}_4\text{O}_7$ —Know Him?” (20c a pound, etc.).



## RETAIL ADVERTISING

“Let’s Hear You Cough ” (yes you need our, etc.)

“What the Doctor Orders ” (is what you need—no substitution, etc.)

“A Talcum Note.”

“Baby Bottles for Bottle Babies.”

“Good Wearing Soap.”

The habit will get you after practice and you will write good headings instinctively.

If you are using the same ad in all your local papers, it’s well to make the headings different in each.

It is well to make the whole ad different, but that is more than you will take the trouble to do, at first.

Do not, of all things, be beguiled by the write-up man. Most country newspapers have a try at the write-up business.

They want to publish your picture and tell a few things about your business and also (which is thrown in incidentally—a mere matter of



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form) ask for five dollars or fifty according to their nerve and your reputation.

That write-up isn't worth ten cents of advertising value but some men are vain enough to pay the amount just to see themselves in print.

A variation in the way of an ad is one calling attention to the fact that you have such and such goods as advertised in the current magazines. Name the magazine (say, the July Harper's Monthly or the July Munsey's) and then name the articles advertised which you sell.

Better adopt some distinct typographical form at the outset for your newspaper ad. Here are a couple of new ones. In the first form split your single column space into two narrower columns, thus gaining the opportunity to advertise two subjects—one in each little column.

A five or even four inch space used in this way should prove valuable.

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Put the displayed lines well down and at different heights. If one column is shorter than the other, let the blank space be at the top.

Easter giving almost equals  
Christmas giving nowadays.

We are prepared to supply  
you with the prettiest of appropriate books.

The new copyright novels are  
any of them pretty enough for  
gifts.

We have some elegant little  
16 mos. in illuminated covers,  
25c each.

Handsome illustrated books;  
books of travel; religious books.

We sell the most popular of

### THE LATE NOVELS

at about a third off from  
the publisher's price.

Our window shows what's  
new.

New Candy for the season.

There's no better candy than

————'s chocolates and bonbons.

Our stock is fresh from the  
factory.

The packages are worthy the  
name of elegant. The goods  
are worthy of the packages.  
They are all

### MADE FOR EASTER

Special Easter boxes of special  
Easter goods.

You have the chance to please  
someone immensely with one of  
these packages.

## Smith's Drug and Book Store.

The other style of ad depends for its set off  
appearance upon the fact that the numerous  
lines do not reach to the sides of the column  
proper, leaving a nice margin all around.

## FOR DRUGGISTS AND STATIONERS

### It Is a Wise Bug!

The wise bug avoids our insect  
powder. That's where he's wise.  
The wise bug wants to live.  
Our insect powder means a sudden  
and violent death.  
You really cannot blame the bug.  
We are not trying to work up  
sympathy for the bug.  
He must die sooner or later anyway,  
but our Persian insect powder kills  
him quicker than any other.  
If you want to send a million bugs  
to the H. H. G. (Happy Hunting Grounds)  
buy 50c worth of our bug powder for  
all sorts of bugs. 50c a pound; 25c 1/2 lb.

SMITH'S DRUG STORE.

If you do not have a catch phrase *meaning*  
"money back if you want it," you must mention  
very often that such is your position. Keep that  
idea prominent. It pays.

Don't hesitate to spare your ad space the first  
of January every year to say Happy New Year

## RETAIL ADVERTISING

to all your customers and to all the other fellows' customers. It's a profitable "jolly."

Sign all your advertising the same way. Don't be "Smith's Drug Store" one week; "Smith's Pharmacy" the next, and "Smith, the Pharmacist" the third.

Get a distinctive name in the first place and use it on all your ads of all kinds. Make that name descriptive if it's feasible.

If you have the only brick drug store in town call it "Smith Brick Pharmacy." If it is stone, make it "The Stone Drug Store."

If you have a big elm next to your store and elms are scarce in your town, be "The Elm Tree Stationer." All that sort of thing helps.

Newspaper advertising is your main guy. Whatever other plans you adopt—don't neglect that.

III

Circular Advertising

**N**OWADAYS when a man begins to advertise he turns naturally to the newspaper first, but if he is successful, he will in a year or so, have that field fully covered and find that he has money left to spend in other ways. Newspaper advertising, while the best for the retailer, is not the only profitable sort.

By circular advertising I mean the use of folders or booklets of any and all kinds. That it does pay is beyond question—if it is good. Poor advertising of any sort will not pay.

The requisites of a good and successful circular ad are, that it shall reach the people to whom it appeals, that they shall read it, and that they shall be influenced by it.

In order to reach them, you need first a good



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mailing list of every family within trading distance of your store. Such a list can be made up with the aid of the poll lists and tax rolls. You should have that list so arranged that you can reach any class of people on it without wasting circulars and postage on the others.

If you are sending out a school book and school supply circular, there are lots of families to whom you do not want to mail. Circulars and postage, particularly the latter, are too expensive to waste. The postage item is a great drawback, but it need not block the game.

You can make a house to house distribution (by a clerk or small boy) of *addressed* circulars, which is about as satisfactory as any method, in the point of results. If you have a boy in the store, the expense is reduced to the cost of printing and envelopes.

If your circular is largely for the interest of the lady of the house address it to her. A mailed circular sent to the man who has an office or



## FOR DRUGGISTS AND STATIONERS

store will seldom reach home. It gets into the waste basket about the first thing it does. You can't afford to send out waste basket advertising matter.

Of course your aim is primarily to get up a circular that will be read wherever it lands. You can't do that though.

The simplest form of circular is a plain four-page folder. No one can pull it from the envelope without at least seeing what it is. You can have the paper folded into almost any shape you like, with flaps and creases galore, but don't have too many fancy folds, or it won't get unfolded. Avoid *meaningless* cuts, too, though appropriate ones are often an advantage. It is the talk you want noticed, not the pictures or the shape of the fold.

Don't have your circulars set solid. A page of broken lines will be read when the one without a stopping place would not be looked at. It is possible to make the matter read in too jerky

## RETAIL ADVERTISING

a style, but better than the long complicated sentences.

A circular is more personal than it is possible for newspaper ads to be. You must exercise proportionate caution lest something be said in it which can offend some one of the recipients.

You do not need the services of a professional ad writer whose fees come out of your profits. Write out your ad as you think it. Re-arrange it. Re-arrange it again. Then, if it doesn't suit you, tear it up and begin over. You will get the knack with practice, even if it isn't natural to you.

Speaking of the professional ad writers; they are most of them people who have simply developed a talent which you possess in a degree perhaps greater than theirs.

You know your own stock better than anyone else does. The professional ad man probably has no practical knowledge whatever of the workings of a drug or stationery store.

## FOR DRUGGISTS AND STATIONERS

There lies before me on my desk a sample circular for prescription advertising, sent me by an "ad-wright." I forget who it was, but you could do better yourself.

The outside indicated a prescription advertisement, but the inside was more uncertain. Inside are six pages set solid save for occasional cuts—some appropriate and some absolutely meaningless.

The reading begins with "Purity in medicine," which is a good thing, and leaves the subject quickly to rush breathlessly on through the numberless others,—“Cinnamon,” “Cinchona,” “Quality,” “Mechanical appliances of pharmacy,” “Our success,” “Invalid’s needs,” “Childhood,” “Baby Foods” (full list of them), “Old Fashioned Recipes,” “Bird, dog, and horse foods,” “Blood and kidney remedies,” “Throat and lung troubles,” “Anti-fermentatives,” “Emulsions,” etc., etc., etc., and ends by saying that our stock is always good.

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Not a price from beginning to end and not an idea that would stay in the mind of the person persistent enough to read the thing through.

About the same rules should govern your circular writing that govern your writing of newspaper ads. Don't try to say too much. People who talk too much rarely say anything worth remembering.

Don't be stingy with your paper. Have the work done on the best you can get, and have it typographically correct. Above all things don't let your printer ornament it *anywhere* with rolls, scrolls or beautiful little birds hanging in impossible boughs.

If you have to hire a country printer you will find it hard work to get him to eliminate all those things. You will have to insist. I did. Have nothing on the paper that does not belong there.

Starting with a four-page folder use the first page for a simple heading. If it's to advertise tooth supplies, say,

## FOR DRUGGISTS AND STATIONERS

“If They’re Right, Keep ’em Right.”

Put that across the top and down in a corner  
say something like this,—

“WE MEAN  
YOUR TEETH.”

That’s enough for the first page. Go at page 2  
like this;—

“First A Brush.

When the dentist has fixed your mouth up in  
good order, start in with a new brush. Get  
a good one.

Get the best if you can, but anyway get  
one that will hold its bristles.

Loose bristles in your mouth may cause  
serious trouble.

We guarantee the bristles to stay in our  
25c brushes and in all the better ones.

The cheaper grades you buy on your own  
responsibility.

Remember that there are likely to be a  
few loose bristles in any new brush.

Remember, too, that in the best brushes  
occasionally a bristle will break off.”



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Go on from this to discuss your various styles —four-row brushes, all bristle brushes, etc.

Talk about powders and the like on page 3. You doubtless have a powder of your own. Put it in the front row and keep it there. When you sell your own preparations, you are advertising your store as well as your goods. You are selling goods that cannot be duplicated at the other druggists'. Here is some good talk for the tooth powder page.

### “Second A Powder.

Taste goes far in dentifrices.

No one likes a tooth powder with an unpleasant taste.

We make ours in several different flavors. You are sure to be suited.

It is made in our store. We know what's in it. There's nothing to injure the teeth. No powerful acids or alkalies to destroy the enamel.

Purity is the word and cleanliness the result.

You like your teeth white. This will keep them so.”



## FOR DRUGGISTS AND STATIONERS

Avoid anything like, "Clean your teeth," or "Will make your teeth white." Such are all right in a newspaper ad, but in a circular they squint too much toward presupposing a present condition of uncleanness. There's a chance for lots of tact in advertising. Now the ad again:—

"Gritty powders are not pleasant, neither are the soapy ones. We have struck the happy medium.

Our formula is our own. Can't buy the same thing anywhere else.

We keep all the standard powders advertised, but recommend and guarantee only our own.

### "Here's A Second Choice.

If you like a liquid dentifrice best, try our velvet foam.

It is fragrant for the breath and almost delicious to the taste.

More important than all, it cleans and preserves the teeth, etc."

On the last page of your little folder you do not want so much. Put the bulk inside.

## RETAIL ADVERTISING

Perhaps you have a tooth paste. The last page is a good place for that; just a short mention.

Or you have a chance there to say that, "Our guarantee on brushes and powder means all and more than it says.

It means that if you're not pleased you can have your money back for the asking. You need bring nothing back. There is no red tape. Just walk in and say,—'Mr. Smith, that tooth brush wasn't very satisfactory.' That's all. We'll do the rest. We are anxious to make such things right.

You see, a dissatisfied customer may cost us many times the expense of refunding the amount of his purchase.

We are under obligations when you give us a chance to refund. You are not the one accommodated."

Impress that idea upon people's minds. You can never afford to have them dissatisfied.

Finish up your circular with your name or store name or whatever you sign your ads.

## FOR DRUGGISTS AND STATIONERS

If you build your circulars on this plan, they will be read. If you take the trouble to put a good half-tone of local scenery on one page, it will be preserved by most people for some time, and talked about. You will perhaps even have calls for extra copies, but there's no money in those, they will be sent away too far to help you.

It is a good plan to get more folders than you need to reach the list you will use, because you can dispose of some in packages where they will do good by getting to people not on your list.

The folder which I show further on, as a "Brush Talk" circular, cost me \$14.00 for 600 mailed (including the price of the half tone used on page 3). That was too much, but it paid.

The postage is a big item. It costs a cent apiece every time.

If you have made a folder that people will read it will do you good. How much good depends largely upon whether you have chosen wisely in the things you advertise and have quoted prices

## RETAIL ADVERTISING

that are attractive. There are endless lines worthy of circulars but not all would pay for the expense. You can trace some of the good done by folders, directly, but remember that when a man gets your folder he may not be in need of what it talks about.

It may be that he will not want a tooth brush in six months, and yet he might come to you after those months as a result of reading the folder. The effects of good circular advertising can only be gaged by the *eventual* increase in business in the departments advertised.

Mail order business is the only business in which advertising can be satisfactorily "keyed."

Circular advertising makes a good way to get at the other fellow's customers. Prices presented in this way do not always reach your competitor. Sometimes, though, he gets hold of a copy of your folder.

Many druggists go in deeper than a mere folder. Some even issue annuals in which they sell advertising space. A six or eight page book-

## FOR DRUGGISTS AND STATIONERS

let can sometimes be made profitable, but if it is too thick it is not read. The mails are so full of circulars that to get read, one must be attractive and brief.

The following specimen folder talks are all based on a four-page circular that will just slip into a 6 $\frac{1}{4}$  envelope.

Here's a starter on a school book ad. It will pay you to send out one of these to the parents of every school child in your town. You can get such a list from the public school trustees.

Page 1

### School Book Profits.

(They're too large)

Smith's ideas  
on  
the subject.

Page 2

### Who Gets The Money?

Well, we get a fair profit—as small as we can get along with, and then lots of people think they're robbed.



## RETAIL ADVERTISING

In a way they are. School books should be the cheapest books in the land. They are about the dearest.

The publishers are the ones who make the prices and on the whole they are not so much to blame. Progression is so rapid that there must be new editions every year to bring the books up to the times.

In some states the state buys the books.

It will be so here in a few years, probably, but in the meanwhile where are you going to get your books?

SCHOOL BEGINS NEXT WEEK.

### Our Way.

We will take in exchange any second-hand school books you have that we can use.

We allow about half price. The amount varies, according to the condition of the books.

You can save money that way. We have second-hand books for sale now.

They're just as good for the children, and much cheaper.

## FOR DRUGGISTS AND STATIONERS

Of course we can't give you prices here. The list is too long, but we guarantee our prices to meet any competition.

Page 3

### Other School Stuff.

The books are the most important thing for the children, but they will need writing tablets, note books, slates, pencils, copy books and all sorts of odds and ends.

The children usually buy all those things for themselves. We know that.

We know, too, that the children are our most particular customers, and our best when they are pleased.

They know every time whether they are treated right or not.

Send them to us for the school stuff and we will do our best for them.

Our pads are the best going and the biggest at the price—from one cent up.

Our penny pencils are the sort we used to sell for three cents. We don't buy them in car-load lots, but we do buy big enough to buy cheap.

## RETAIL ADVERTISING

### To Carry the Books

and keep them clean, get the girl a book bag and the boy a strap. It will be money well invested. They're 5c and 10c.

Patent carriers that are easy to use, 10c. Lunch boxes; the sort that fold up, 10c, too.

Page 4

### We Take The Chances.

If you get a book that's wrong, bring it back. If you get anything else that's wrong, bring it back.

Sometimes when you start the boy for school you want to get his books ready before-hand but are afraid you'll get the wrong books. Isn't that so?

We take the chances. Come and get your books, and if they are not right, we'll buy them back.

SMITH'S DRUG STORE

(Book Store, Too)

That folder copy or any of the others, you can use as near verbatim as you like, or you can easily make additions or subtractions.

## FOR DRUGGISTS AND STATIONERS

Here's one about prescriptions and the like:

Page 1

**We Offer You Our Brains.**

Our Care is  
Your Protection.

Page 2

**It Is Your Right**

to demand that the pharmacist who compounds your prescriptions use every possible care to get them right.

Not only must he try his best to get them right but he must *do it*.

Let the physician make mistakes in the writing of a prescription—it is the pharmacist's duty to correct those as well as to keep his own work free from error.

No men, professional or otherwise, have a greater responsibility placed upon them than do druggists.

Their working hours are long but they must be absolutely accurate. A moment's absence of mind might cause a loss of life.

## RETAIL ADVERTISING

We only mention this to show that we appreciate the necessity for constant vigilance and alertness.

We are not objecting to our hours though we would like them shorter.

We use every precaution to guard against error. Our prescriptions are all put up by registered pharmacists, and the items are always checked by a second man as a safeguard.

Page 3

### How We Check Them.

Before compounding a prescription the ingredients in their containers are assembled upon one side of the prescription desk. As the articles are weighed or measured out the containers are moved to the opposite end of the desk and the items on the prescription itself are checked thus—V

When the work is completed, a second clerk moves the containers back, one at a time making a second check on the written prescription like this—V V



## FOR DRUGGISTS AND STATIONERS

This system makes an error a practical impossibility.

We know that the drugs in all our containers are right for everything is identified when it comes into the store.

One cannot have too many safeguards where there is danger, and we take pleasure in explaining our system.

We are prepared to fill all prescriptions promptly, and at prices which are governed by the cost—not the size—of the finished product.

If you have a formula that you have had difficulty in getting filled, bring it to us.

If we do not have the necessary ingredients (and we probably will have) we will get them for you and there will be no extra charge for the special order. Not much delay either.

Page 4

**When You Are Sick**

or when some of the family are, don't forget

## RETAIL ADVERTISING

this little talk. Our care might mean a great deal to you.

Our brains and our experience are at your service.

### Smith's Drug Store

---

You can buy from the news company a little booklet which is issued every month with the titles, prices, etc., of the books published during the previous thirty days.

A better and more profitable plan is to send out a folder of your own, perhaps a single slip, printed on only one side, would do.

The expense is small—you wouldn't need a large quantity.

Write them up with the names of the best selling books, publisher's price and your own, author, and a line or two of favorable comment from some newspaper or magazine review. In most cases you will find the book advertised in some of the Saturday or Sunday papers with just the mention quoted that you need.

Make your leaflet like this,—

## FOR DRUGGISTS AND STATIONERS

### “The New Books Worth While.

We hope to warn you every month of what is new and popular in literature.

Our book stock is improving every day. If you want what's new while it is new, come to us.

If we haven't it, we'll get it.

---

Uncle Tom's Cabin. Harriet Beecher Stowe. 500 pages, handsome cloth. Baker, Pratt & Co. Publisher's price \$1.50. Our price \$1.10. Mailing price \$1.24. “The American Novel at Last.”—(N. Y. Tribune.)

There aren't a lot of books that need such mention every month.

In the fall, or just before Christmas, say December 1, make your leaflet a folder and go into details on the holiday books.

Perhaps you can even get a half tone from the publisher to illustrate the folder.

Even if you do have to sell the copyright books at a narrow margin, they are good sellers, and

## RETAIL ADVERTISING

when people once get in the habit of coming to you for them, they will get in the habit of finding in your store other things and other books that you will sell them.

Get the people coming and keep them coming; that's the secret of a successful store.

If you are going to introduce a new line, do it in a new way.

When W. R. Hearst started the "Chicago American" he sent around the city to the private residences a card and a penny.

The card said "Will you use this penny to buy a copy of the *Chicago American* to-morrow morning?"

Probably some pennies never bought a paper, but I venture to say that 95 per cent of them did. Can you use that idea?

Are you going to start a new fountain? Why not send a five cent piece to each of a carefully chosen list of your own and the other fellow's lady customers, with the request that that nickel

## FOR DRUGGISTS AND STATIONERS

be used to purchase a glass of soda water from your new fountain?

Use bran new nickels and see that your list is so made out that none will be offended at not receiving an invitation and that as few nickels as possible will reach places where they will not be used.

The best plan for such a distribution is to send your boy with the addressed envelopes direct to the houses. Address the envelopes to the lady of the house most likely to respond to the request.

If you use new nickels you can easily keep track of how many come back.

Such things make people talk about you. Get ahead faster than they expect you to. There's money in arriving ahead of time.

Do you remember the story of the West Virginia railroad?

A train which had been halting at every cross-roads at last stopped where there was not even a path visible and an irate passenger shouted at the conductor,



## RETAIL ADVERTISING

“ Well, what’s the matter now? ”

The conductor replied,

“ There’s a drove of cows on the track, sir.”

The train went on after a little, but only to stop again shortly.

The passenger kicked again, “ What’s the cause of *this* stop, conductor? ”

“ Oh,” said the official, “ We’ve caught up to those cows again.”

“ Well,” said the passenger, “ How long is this going to last? What kind of a road is this anyway—a cowpath? ”

“ If you don’t like this train,” responded the conductor with asperity, “ you can get off and walk.”

“ No, I can’t do that. My friends aren’t expecting me until the train arrives,” said the passenger.

Don’t be afraid of bringing your store to the front sooner than it’s expected. It will make people talk and that’s what you want.

## FOR DRUGGISTS AND STATIONERS

If people talk about your store, if it becomes noted—not notorious—you will do business right along.

Avoid anything sensational. Sensational advertising is likely to prove a boomerang.

Some druggists are their own printers—have small printing presses in their stores. There's no money in that if you do good work and there's less if you do poor work.

In the former case you lose because your work costs too much and in the latter you lose because poor work does you harm wherever it goes.

Some retail advertisers use a duplicator. That doesn't do very nice work either. Good work by a good print shop is the best and the best is none too good for your business. A makeshift may answer but it will never bring satisfactory results.

There is a little booklet advertising "Cedarine" furniture polish. That booklet has given "Cedarine" Allen a national reputation by reason of its cleverness as an advertisement.

## RETAIL ADVERTISING

Go to your furniture dealer, if you have not seen the book already, and ask him for one. You can learn something from it.

The thing that will strike you most forcibly will be its terseness.

Repetition and looseness of rhetorical construction are the foes of that brevity so essential to successful ad writing.

A folder on the subject of ream goods will help the stationery business.

It will bring you some good trade from the other stores by interesting in that way of buying stationery, people who have not had their attention called to it by their own dealer.

It may make some of your box customers buy ream goods but that won't hurt you any.

Page 1

### The Ream Scheme

Stops Waste.

Smith tells you how  
to buy ream goods.

## FOR DRUGGISTS AND STATIONERS

Page 2

### What Ream Goods Are.

By "ream goods" we mean note papers put up in quarter ream packages and envelopes to match put up separately in one-eighth thousand boxes.

No, we don't want you to buy all that amount at once. We rarely sell full packages.

We will sell the paper one sheet or a thousand at a time; the envelopes one or a thousand at a time.

In other words, buying ream goods means buying your writing paper and envelopes in any proportion you see fit and in any quantity.

### Their Advantage.

The price advantage comes first, of course. The same amount of paper costs a little less—not so very much, but a little. It's the waste that you save.

Most letter writers don't come out even—

## RETAIL ADVERTISING

some paper left or some envelopes—usually the latter.

If you use ream goods, you can get more of either to match, or better yet buy in the right proportion in the first place.

50 — 84 — 44

That's our right proportion combination. 50 envelopes and 84 sheets of paper— Hurlbut's Alexandria wove in the latest shape.

The 44? That's the price. The combination has proved a big success.

You don't need to read this through twice to see that the ream scheme prevents waste.

Waste not, want not.

Will you read a little further and get the prices?

Page 3

**We Begin With the Smallest.**

We know the smallest size as Baronial 5. You perhaps call it "invitation paper."

It is white or cream. 10c a quire, envelopes 10c a package. Either, 40c a box.



## FOR DRUGGISTS AND STATIONERS

Next size, Billet, not much bigger than Baronial 5. No bigger in price. Same price exactly. The old octavo comes next. We sell mostly the square paper with long envelopes now, but it's a matter of taste. The octavo is 13c a quire—unlucky price, but the paper is all right—50c for five quire box.

The commercial is used more especially for business purposes; 15c a quire; 60c a box.

### The Popular Gladstone

and Winthrop sizes are the ones that sell. In those two shapes we have the best Irish linen going (good on St. Patrick's day or any other day).

It is a linen paper to be proud of—real linen, every fibre of it.

15c a quire, envelopes 15c a package.

We have, too, paper of two weights in a calendered white or cream. The lighter, which is most used, is 15c a quire, three quires for 40c; and the heavier (very heavy) 20c, two quires for 35c.

Hurlbut's foreign mail is the right thing for

## RETAIL ADVERTISING

foreign correspondence or for long letters; 15c a quire, 65c a box. Envelopes to match at prices to match.

Most of these grades we have in ruled and plain. The plain is the most attractive and most used. Lines spoil the appearance of nice paper.

Page 4

### Here's the Paper Table.

24 sheets	make	one	quire,
20 quires	"	"	ream,
2 reams	"	"	bundle,
5 bundles	"	"	bale.

We use the table only up as high as reams.

### Stone's Stationery Store.

(If it's paper we have it)

Here's a circular I sent out in March with good results. Notice that there is on the last page a two line reference to witch hazel at 25c a bottle—different from the "Violet Witch Hazel." That two-line reference made a lot of sales of Witch

## FOR DRUGGISTS AND STATIONERS

Hazel for me which shows that the circular was read in detail by most people.

Page 1

Smith's  
"Makes You Well"  
Guarantee.

These three,  
SARSAPARILLA,  
BEEF, IRON AND WINE,  
LITHIA TABLETS,  
And One Other,  
VIOLET WITCH HAZEL.

Page 2

### The Guarantee First.

Before the cure, the guarantee. If any of the preparations named herein do not prove satisfactory; if you think they have done you no good—come and get your money back. It is waiting for you.

We can't guarantee the other fellow's medicines in this way—Hood's or Ayer's Sarsaparilla, etc.

## RETAIL ADVERTISING

Ours are as good as theirs and we think, better. Our price is much lower.

### The Sarsaparilla.

We back it to knock out that old tired feeling in short order. It is a spring medicine that will make you well.

Is your appetite gone? Do you have rheumatism in a mild way? Are you bilious?

Our sarsaparilla is expressly compounded for correcting such difficulties and straightening out a system made sluggish by bad blood.

The faulty conditions arising from what is nothing more or less than impurity in the blood are almost countless.

We warrant our sarsaparilla to make you well—to cleanse the blood and start you anew.

It is 60c per bottle, six bottles for \$3.00.

We have all the other standard sarsaparillas at a dollar a bottle.

## FOR DRUGGISTS AND STATIONERS

Page 3

### Beef, Iron and Wine.

Good beef, iron and wine needs no bush. Everyone knows this old reliable medicine. It contains nutriment, strength and stimulant combined.

All of the ingredients are of the best and purest. Good for lack of blood. Good for prompt relief in cases of sudden exhaustion. Nothing better for convalescents. Try it when getting over the grip.

Each bottle (a pint) 50c.

### Lithia Tablets.

Lithia tablets are used principally for all troubles arising from kidney difficulties.

They are first-class for rheumatism from that source.

Few people have the gout, but lithia will cure it.

Good as a preventive of Bright's disease. Our lithia is put in screw cap vials of 50 five grain effervescent tablets. Each tablet



## RETAIL ADVERTISING

makes a glass of lithia water of greater and more uniform strength than the natural spring water. 25c per bottle.

Page 4

### Violet Witch Hazel.

That's an agreeable name!

It's an agreeable preparation.

It is new, but it is going to be a winner.

All the advantages of witch hazel and none of its odor.

All the advantages of a good toilet water with the healing effect besides.

You want it if you shave; you want it if you don't.

It's good for the bath, it's good for the toilet: it's forty cents a bottle with a sprinkle top. Common Witch Hazel (best made) 25c for a pint bottle.

**Smith's Drug Store.**

(Money back if you want it)

The next is a note paper ad sent out a little before Christmas. It sold us out on holiday boxes.

## FOR DRUGGISTS AND STATIONERS

Page 1 was really a blank, but page 3, that is the second leaf was enough longer than the first to fold back over it making the title, which was really on the 4th page appear in front.

The whole was folded endwise and was printed the long way of the paper.

### Page 1

Sense for the Sensible.

### Page 2

It's Writing Paper Sense.

Everybody who writes uses writing paper.

That may be trite but it's true.

We use some ourselves and think we know what's what.

This is what: our writing paper stock is pretty close to perfection.

That's no secret; you may tell it to anyone.

We have all the newest styles and all the old standard shapes and shades.

In ream goods (meaning papers which we sell by the quire) we have, of course, both

## RETAIL ADVERTISING

cream and white, satin finish paper in all sizes, from Baronial 5 (the invitation size) to Gladstone, the large square paper which calls for long envelopes.

We have too, a real Irish linen and a particularly fine, light weight, foreign mail. Envelopes to match all these we sell by the package.

Prices? Well, it is difficult to make the prices plain, so we will only say that they are from ten to fifteen cents per quire for paper and the same price per package for envelopes.

These, you know, are not cheap papers, but the best goods made in the Berkshire hills. We buy from the factory.

Page 3

### In Boxes.

The quality is there; it is not all box—of course we have cheap boxes—ten cents and thirteen cents.

The box papers afford an unlimited variety for choice.

## FOR DRUGGISTS AND STATIONERS

All the tints of the rainbow and some that never saw a rainbow.

Fawn is a new and popular one—25c a box. Azure, pansy, helio-violet, Dresden blue; we can't tell them all here. The Rookwood, mottle-tinted sea green is the newest thing. A good box is our "Delhi." The paper is stamped (not printed) "Delhi, N. Y." It is a 25c box. We keep a line of initial papers too and can give you a good paper with your initial in gold on each sheet.

But the apple of our eye is our pound package. It is not an effort to see how much cheap paper we can crowd into a small priced package. It is a pound in actual weight of Alexandria white wove Gladstone size paper which we sell for thirty cents.

The envelopes to match are ten cents a package of twenty-five.

One pound of paper and fifty envelopes—*forty-four cents.*

If you buy the combination once, you will buy it again.

## RETAIL ADVERTISING

Page 4

### For Christmas.

We have a special holiday lot of handsome papeteries in fancy boxes.

The paper is of the best and the package is in every case worthy of its contents.

The prices are from 35c to \$1.25. Have you ever tried stationery for a Christmas present?

### Smith's Stationery Store.

Lots of druggists and stationers sell cameras and camera supplies.

Here is the text for a camera ad. I used it at Christmas time. A little change in the wording would make it suitable for any season.

Page 1

### About Cameras For Christmas.

YOU  
CAN  
READ  
IT  
IN  
A  
MINUTE.



## FOR DRUGGISTS AND STATIONERS

Page 2

### Reasons Why They're All Right.

Everybody who has no camera, wants one.

Everybody who has one wants a better one.

They are good fun for a long time and a short price.

### Just a Word In General.

When you buy be sure of the lens. That is the vital point.

The box is of secondary importance. We know good lenses and we guarantee every one we sell to be perfect.

If you are a beginner, get the camera that's simplest.

Anyone can make pictures if the camera is not overloaded with "handy contrivances."

Page 3

### In Particular.

We have a special Christmas camera. It is The Wizard. Every one is worth \$15.00. We sell them for \$9.75. They are made outside of the trust, if that is any inducement.

## RETAIL ADVERTISING

We know that we buy them cheaper on that account.

This 4x5 Wizard is well finished in black leather with nickel trimmings, a fine double lens and pneumatic release.

We give free with each one a handy leather carrying case and strap and a manual of instructions.

### Besides The Wizard

we sell the Vives.

They will carry more plates than some kinds will and they work with a lever. No plate-holder to take out and reverse.

Prices on these are from \$5.85 to \$7.50.

Page 4

### One or Two Second-hand Cameras.

We always have a few of the second-hand in stock. Just now one of our best bargains is a \$7.00 Bulls Eye for \$3.50.

Smith's Drug Store.

A good cold weather circular is the following,

## FOR DRUGGISTS AND STATIONERS

Page 1

Some Rough Weather Stuff.

Smith's Drug Store.

Page 2

### Comfort Talk.

The late fall months add many discomforts to life. We can relieve you of some of them if you'll let us. We have all of the best cold weather medicines.

If we brag a little here, remember that we are talking about our own preparations. They are made from our formulas. We know what's in them.

There is reason for us to brag. It is justifiable.

### White Pine and Tar.

There is a cough cure that will cure a cough or you get your money back.

Nothing harmful in it. It is pleasant to take; the children like it (but don't cry for it).

## RETAIL ADVERTISING

We have sold it for five winters. Last winter twice as much as the previous one.

It is cheap enough—20c a bottle, two bottles for 35c, same as would cost 50c of the ordinary sorts.

### Cold Cream.

Pure, clean and fragrant with the odor of the best imported rose water.

Nothing better than this for chapped lips and rough weather complexions. It nourishes the skin.

Apply it at night, and in the morning sunburn and wind-burn have disappeared.

It is as good as the highest priced cream in the market.

Put up in porcelain jars with nickel screw caps—15c each.

### Page 3

### Velvet Cream.

It isn't sticky.

You can use it on your hands and draw on your gloves almost immediately after.

## FOR DRUGGISTS AND STATIONERS

It is a liquid and is more easily absorbed by the skin than the cold cream. Good for all chafed surfaces, 22c per bottle.

### Quinine Pills.

Heard of them before, have you?

Well we won't bore you long.

Two grain pills 5c a dozen. What have you been paying? These are the best pills that money can buy or that skill can make. 35c a hundred.

### Tired of These

Rough weather reminders? Here's a warm weather article, just for luck.

### Thelma Perfume!

The latest and best of all perfumes. Its odor is distinctive. It will last too.

That is the real test of a good perfume. If it doesn't last, it's no good. *Thelma lasts.*

We sell it only in bulk, 50c an ounce. Bring in your bottle. No one else sells it. It is our special odor.



## RETAIL ADVERTISING

### Page 4

“Don’t shoot,” says Si, “it ain’t no use,  
It’s Deacon Peleg’s tame wild goose.”  
Says Ezra, “I don’t care a cent,  
I’ve sighted and I’ll let her went.”

Have you sighted some other drug store for  
your “rough weather stuff,” or do our arguments  
appeal to you?

If you are “agin’” us after reading this little  
folder we will be sorry, but not discouraged.

### One Last Word.

Don’t forget that we give you your money  
back if you want it.

We say we’ll do it and we will. We want no  
dissatisfied customers. Smith’s Drug Store.

In this brush circular I used a half-tone to  
occupy the entire third page.

### Page 1

### Brush Talk.

Smith’s Drug Store.

## FOR DRUGGISTS AND STATIONERS

Page 2

### About Hair Brushes.

If hair brushes could talk they would first of all say, "Keep us dry."

If you cannot keep your hair brushes dry, keep them as dry as you can.

They will last twice as long dry as they will wet. Probably the easiest brush to keep dry and clean is one with a solid wood back, or an aluminum combination back.

Ordinarily speaking, the more you pay for your brush the better it will be. And what is more important, the cheaper it will be too. Quality advances more rapidly than price.

### About Prices.

The best way to get prices is to see the brushes and ask how much they are. We cannot describe them well enough here.

We have a solid back, ebony finish brush for 30c. It is a cheap brush, but it's the best we ever had for that price.

25c is our cheapest brush. Then the prices

## RETAIL ADVERTISING

go 30c, 35c, 38c, 45c, 50c, 55c, etc., up to \$1.50.

The military brushes are \$1.25 to \$2.00 a pair. First class quality with ebony or light colored backs.

Aluminum back brushes—50c and upward.

Page 4

### Tooth Brush Facts.

Tooth brushes are meant to be wet. You cannot wet them too wet or too often.

Water will not affect their backs or make the bristles come out.

Use *will* bring the bristles out if they are not well put in.

Do not think that all the bristles which come from your tooth brush pull out. Some break off. In a good brush they should do neither.

If you buy a cheap brush you may be certain that the bristles will come out. A cheap tooth brush is no economy.

By cheap we mean less than 25c. Bristles that come out and get into your throat may cause serious trouble.

## FOR DRUGGISTS AND STATIONERS

### We Make More Money

On cheap brushes than we do on good ones. We prefer to sell good ones though. We want satisfied customers.

Our 25c brush is a four-row, all French bristle brush. We guarantee the bristles not to come out.

We have better brushes—better and cheaper because they last longer—ever so much longer. They are 30c, 35c, 40c, 45c and 50c. For 10c we sell the best brush ever sold in town at that price.

A blank book circular must be straight to the point. The people it's for are business people and they will not take time to read poor ads.

Here's a practical blank book talk.

Page 1

### A Business Man's Time Is Worth Money.

THIS IS A LITTLE  
BLANK BOOK TALK  
BY SMITH THE DRUGGIST.

## RETAIL ADVERTISING

Page 2

### You Use Them.

If you do a cent's worth of credit business you use blank books. If you never trust anybody you use them.

If you do a credit business (everyone does too much, even a cash store does) you need all kinds of blank books.

We buy direct from the manufacturer, that is a new step on our part—one middle-man's profit gone.

Better books for less money than heretofore. When you want a book you know just what you want. The nearest thing to it may not be near enough.

We are more likely to have the book than any other dealer in the country.

We can get for you any special ruling that you need, at a reasonable price, and get it promptly.

It is nearly January first when lots of the old account books will be laid aside.

That means, buy new ones—we hope you will buy them of us.



## FOR DRUGGISTS AND STATIONERS

Page 3

### Standard Books,

like journals, ledgers, day books, everyone uses. Some people have more cash books than they have cash, but it's better to have too many books than not enough.

We keep the standard books up to 600 pages, no larger.

If you want a thicker book we can get it for you quick.

Of course the thicker the book, the thicker the price.

600 page books in half Russia—\$2.75.

500 page, duck with Russia corners, \$1.25.

We have a line too, with extra large pages—lots of room to write out descriptions of items, etc., 300 pages, \$1.50.

We can show you some crack-a-jacks in 25c order books and long days with linen or board covers.

The thin books, 100 pages and the like, we keep too but cannot quote prices on all of them here.

## RETAIL ADVERTISING

Our pocket account books, from vest-pocket memorandums up to pocket ledgers are from 5c to 75c. We sell more at 5c than we do at 75c.

We guarantee every book that we sell.

Page 4

### To Smithville's Business Men.

We wish you all a happy and prosperous New Year.

It is our hope that the coming year may be a year of success in which every Smithville merchant may share.

### Smith's Drug Store.

MONEY BACK IF YOU WANT IT.

One great fault, even with professional ad writers, is their poor grammar. They say, "Oh, never mind occasional grammatical errors. It's business sense we're after." There's truth in that, but it's in the latter part of the quotation. It is business sense we're after, but it costs no more to have a grammatically correct circular

## FOR DRUGGISTS AND STATIONERS

printed than one which violates every rule in the rhetoric.

You are going to write ads—write them right. Don't run the chance of having the reader's attention diverted from the "business sense" by grammatical errors which may quite controvert the sense.

An 85-page book lies before me—sent out by a firm of live young New York city druggists. It just misses being extremely good.

It lacks clearness and brevity on lots of its pages. For instance—not a very bad instance either—it reads, about bay rum—"Everybody knows what it's for—bathing and gentlemen after shaving."

Make your circular clear. People will not trouble to read such things through twice to get at the sense.

## RETAIL ADVERTISING

### IV

## Window Displays

**B**Y no other outward appearance is a store so quickly judged as by its windows. It should be so. The man who will not keep up outward appearances, what regard will he have for internal tidiness?

Better, far better, have windows clean and *empty* than dirty and filled with a jumbled assortment of goods.

When you begin to use your windows, don't think that as soon as you fill them with something, people are going to immediately rush in and buy that thing. You may fill a window with letter files, leave them a week and not sell a one, but the next time a man who has noticed that window, needs a file there's a big chance of his coming to you for it.

## FOR DRUGGISTS AND STATIONERS

It's like all other kinds of advertising. You've got to keep everlastingly at it. The results always come slowly at first.

The first step on windows, if you have been slack about yours, is to stop them from being a discredit, next make them a credit.

Cleanliness is the first essential of course. Don't wait until you get a plate glass front, begin now on what you have.

Any window that is big enough to let in light is big enough to let in trade.

My own store windows are not plate glass. There are nine panes in each window and I've been somewhat discouraged with them at times, but I've kept them as clean as I could and kept them talking with window signs and good goods and they have made money for me.

To be successful as advertisers your windows must be changed often. If you live in a small town, once a week will serve very well.

Anything that you put into the window will



## RETAIL ADVERTISING

be injured by the light more or less and some goods will be spoiled quickly—perfumes and delicate tinted box papers.

On this account it is wise, from mere motives of economy, to change windows often.

I know that this general advice about windows has all been said time and time again. But in spite of that some people have let their windows stand idle and worse for days and weeks.

You wouldn't think of paying for good newspaper space and then leaving it blank. Your windows are worth more than that space in the paper.

The most valuable things a druggist can have in his window (and few seem to know it) are good colored show bottles well lit at night. They needn't be of the newest style. Don't set yours away because they are of an old design and you can't afford new ones. The older ones are sometimes like the old sign—indicative of stability and permanence. They show that you have been

## FOR DRUGGISTS AND STATIONERS

in business for a while. Keep the colors bright though.

Almost hundreds of times I have gone into strange villages at night and seeking a drug store have looked for the colored globes. You have done the same thing yourself. Does that fact mean anything to you?

The public recognize them as the sign of the pharmacy. I have seen men stand in front of a drug store without show bottles and wonder where the drug store was, and seeing a colored light farther on, make a bee line for it.

The public are quick to catch the significance of such things.

A man came into my store one day and said,

“I was just into Smith’s drug store looking for school books. He didn’t have none ’t I wanted and told me there wasn’t any other store near here that kep’ ’em, but as I come out I seen your sponges out in front an’ I ‘sez’ to myself, where there’s sponges there’s school books an’ here I be.”

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That man drew an illogical conclusion, but it proved to be right. Keep something in sight to show what sort of a store you're running, even if it's nothing more than a sponge case or show bottles.

There are plenty of people who will not see your sign, be it ever so plain. That doesn't mean that you don't need a sign. You have seen people lift goods from under a "10c each" card and ask "How much are these?"

If your store is drugs and stationery you probably use one window habitually for drug and one for stationery displays. You only need show bottles in one window anyway and if it's a possible thing have lights behind them in the position where the color will show farthest up and down the street.

It is worth while for a country merchant to visit one of the large cities twice a year if only to get window ideas and to get the conviction forced upon him that it is showing goods with prices attached that sells the goods.

## FOR DRUGGISTS AND STATIONERS

If windows will pay in any business they will pay in drugs and stationery. Why, even newspapers nowadays use their windows. Look at the New York Herald building and its valuable two-story window space given up to nothing but an exhibition of newspaper printing from year's end to year's end.

Your new customers, the ones you are striving for by newspaper and circular advertising—their impressions of you have hitherto been formed by your windows. If they have not known you at all, they will form their first ideas of your store when they find it. First impressions are the most lasting—what impression will they form?

A new family comes to your village. They have money. They will use perhaps two hundred and fifty dollars worth of your kind of stuff the first year. They are looking for a place to buy their drugs and stationery. They came from a town where their druggist had a style to his store.

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Are they going to pick out your store for *their* drug store from among the available ones? Are they? Well, compare the external appearance of your windows and their dressings to those of the other fellows. New people will get into the best looking drug store first if the village is small. The chances favor it. If one store looks better outside than the rest, they will try it sooner or later anyway, and that store will probably keep the family trade if the inside service is good.

Take pains. Windows require pains (no joke intended) more than almost anything else about your store. That doesn't excuse shiftlessness in the back of the store either.

Don't be ridiculous and stand upon your dignity until it rots from under you. "I am a graduate pharmacist—a professional man. If people wish my services they will seek me out without need of my adopting the brass band methods of the department store."

Yes, you are a professional man, but you are



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a merchant too. If you are a stationer only, you won't be troubled by any of those overgrown ideas of dignity and will make barrels of money while your dignified brother of the drug store is wearing his "last summer's suit" into the third season.

Keep the glass of your windows free from signs—enamel letters and so on. The eye catches on them and misses the contents of the window.

Don't be afraid of painting the woodwork too often. Paint is cheap.

When the theatrical bill poster wants your windows, just say him nay. You can better afford to use the window space yourself and pay for tickets to the play than to sell your windows for "comps."

One thing that has proven a boon to window dressers within the last few years, is crêpe paper. Its present cheapness makes it possible for anyone to arrange a pretty window at a small expense. Crêpe tissue or cheese cloth can be

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bought in almost any color and can be used a great many times. These draperies are within reach of everybody's pocketbook (or money drawer.)

Aside from such dressing, all you need for simple window displays is to draw on your supply of empty boxes. A little experience will teach you what shapes you are likely to use oftenest and you will soon have the boards and boxes saved to arrange almost any kind of a window.

You doubtless have something of an eye for colors. If you haven't someone in the store has.

See that your color schemes are good.

It is a good idea to make some one color predominant in each display—same as you ought to make some one class of goods the prevailing idea of the display.

Too much variety at once confuses the mind of the passer by and leaves no distinct impression.

In dressing your windows, arrange them so

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that the light will all come from the front and top. Light from behind the goods spoils the effect.

The main object in a window exhibition is to impress even the casual passer that you keep a certain article for sale at such a price. That should be evident without its being necessary for the observer to stop.

For the people who will stop you can prepare all sorts of information on small cards. There are plenty of cheap printing outfits to be had for marking window signs. They answer pretty well too, but the best outfit is a good brush and a pot of *black* marking ink.

You will not make good signs at first, but keep at it. Make them plain. That's better than making them fancy. Don't put in a single flourish or unnecessary mark.

Always put the price on the window display in figures large enough to be seen from the curb or farther.

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AS in writing the newspaper ads you will gain in writing window cards. Try for originality in your windows. You needn't make them menageries to be that. Something alive in the window is always a big attraction. It will move, motion catches the eye, if it's only a swinging pendulum.

Some druggists keep a clock on the end wall of their window. That's a good idea if you keep the clock right so that people will fall into the habit of looking at it for the correct time.

I know a druggist who has a clock in the window and it sometimes stands for weeks without a swing of its pendulum. People soon get on—that clock is a damage.

I couldn't name all the wild animals that have been used in window displays. You can buy baby alligators for a song. You can use mice with a wheel for them to run on. Birds aren't so good. An aquarium is a short lived attraction with no money in it unless you sell goldfish which many druggists do to advantage.

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The animal displays are too apt to be nothing more than animal displays. Don't forget that window displays are to sell goods, not merely to keep a crowd of men and small boys around the front of your store looking in your window or looking out.

Mechanical figures and displays which are arranged to utilize a small motor are valuable. Little electric motors can be bought for a dollar and with the aid of some ingenuity can be made to produce action in your window. Larger motors answer better and a water motor is best. The latter can be put in operation without much trouble if your water pipe is where it can be tapped near to the window.

Running water itself is a good thing in the window. It is a good thirst developer for a soda fountain window.

Most of the trade journal advice on window decorating is based on better windows and larger stocks of goods than many druggists carry. The



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ideas are valuable though. Read everything that comes in sight about advertising and window displays. You will catch an idea sometimes when you least expect it. Ideas are worth money—never let one slip.

When an idea for a good window display strikes you and you cannot use it at the time, write it down.

A splendid plan is to have a scrap book for all sorts of odds and ends of information about advertising and window displays. Sample ads can be clipped from newspapers, etc., and preserved to be copied later.

There is no better way of arranging a window to make it show what is in it and attract the attention of every one who goes by, than to use the focusing scheme.

It goes like this: Tack to your window frame all the way around except the bottom, the ends of strips of cheese cloth, say pink. Place a small box at the back of the window. Bring the loose

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ends of the cheese cloth fastened to the top of the window over the top of the box and tack them there. If your window is six feet across and the box two feet, make the six feet wide of cloth into folds or plaits so that it shall just reach across the two feet of box. That will make the folds of the cloth diverge from the box toward the sides of the window. That's the top.

Bring the strips from one side of the window to the back of the corresponding side of the box. That makes a side which is uniform with the top. Then dress up the box and bottom of the window with the pink cloth.

Put in your goods, with a prominent card in the centre and you are ready to close up the other sides.

I fixed a window that way with sarsaparilla. The card in the centre said "makes you well. 60c a bottle, 6 bottles \$3.00." The pink color showed for a long way up and down the street and scarcely anyone got by, even on the opposite

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side of the street without seeing the window. No one went by on my side without seeing what the window meant.

Until you have tried it or seen it tried, you have no idea of how it brings out those goods in the centre on the box. It is a practical impossibility to even glance at that window without seeing just what it means. The window proved a big hit with me as similar windows always have. The expense of such a decoration, with cheese cloth at 6c a yard, is about 75c and the cloth is good for any number of times.

The same plan of drapery may be used in various forms which will occur to you with experience. The cheesecloth strips may be used as simply a background from the bottom of the windows to the ceiling. Tack them all the way around the back of the window and bring them to the middle where the ends may be tied, or form a fan-like drapery which shall focus at the middle of the bottom of the window's back edge.

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It is a very simple matter to arrange, with nothing but a few boxes and boards a series of steps in the window. You can make them a different shape each time and change the draping to any color or combination of colors desired.

Crêpe tissue at six or seven cents for ten feet is cheap enough for anyone to use.

A window arranged like the pink one described, only with a light blue cloth instead and some handsome box papers in the centre, would be hard to beat.

A good way to display envelopes is to pile up the loose packages promiscuously in the middle with full boxes for sides and back.

Be very careful not to leave paper or envelopes too long exposed to the light or they will get a yellow tinge—look shop worn and faded.

In summer of course the flies are a nuisance which can best be avoided by having glass backs to your windows. That is a big expense. Try mosquito netting from floor to ceiling to keep

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them out. It will do it pretty effectually and cost little.

In the winter, frost is an enemy. It obscures the view and melts to drip and spatter the goods. There are numerous glycerine mixtures which are recommended for keeping off the frost but none of them are perfectly satisfactory. Here is one that perhaps comes as near it as any:

Prepare a mixture in the proportion of three fluid ounces of alcohol to one of glycerine. Shake it well before using; then spread it thinly over the inside of the window panes with soft cloth. At first it may be necessary to apply it every day to produce the desired effect.

The best way to keep off frost is to heat your store with a hot air furnace, taking the air from outdoors direct. This should give you a perfectly dry heat which leaves no chance for moisture to accumulate.

One druggist made capital out of the frost last winter. He painted the upper part of the win-



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dow, well down, with a mixture of ale and solution of epsom salts. It gave the glass a fine frosty appearance, and by running down a few streaks to look like icicles and dressing the window inside in white he had a striking ground for showing ebony goods—or any other goods.

Make your displays timely when outdoor sports are in season, if you sell sporting goods give them window room. In foot ball time you can make a hit with brownie figures playing the game. Have the game labeled like the last game your local team played—and don't forget to make the display advertise some kind of goods.

School opening gives you a wide range, including tablets, schools books, pencils, note books, globes, black boards stuff, etc.

Put in your tablets, all your brightest colors to the front, a few days before school opens. That will post the children on where to go when they start out for school on the first morning.

A corn, pumpkin and grain trimmed window

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is good in the fall if your window is of good size. Make the corn, etc., the decorations which only serve to draw attention to the goods. Don't make the decorations the main thing in the window. They should be but the means to an end.

Evergreen trimmings are the thing in December of course. Running pine and the like are easy to use and last well. The Christmas tree in the window is played out.

You always have enough goods to use at Christmas time so that you can change as often as you like. Perfumes are good to use on the last days before Christmas. People use them as a sort of last resort.

Books are attractive window goods—easy to arrange and easy to change. Christmas paperies can't stay long in the window if the weather is bright but they look well there.

Some dealers say—don't put prices on goods in windows at holiday times. People won't buy when everybody knows the price—it gives them away on what they give away.

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People aren't thinking so far as all that. I've tried both ways myself and I am going to put on the prices always.

Cough medicines are available all winter. I don't mean the patent cough cures. Don't, for heaven's sake, give up your windows to the patent medicine people when you have anything else to sell. People won't stop long to watch the antics of a "Pale Pill" dummy carton or a somebody's sarsaparilla package.

A city druggist who had a window full of good goods, arranged a small wooden ball to swing by clock work and just tap the window at every swing. No one passed that window without looking towards it.

It is half in getting the people to look toward your window. They will stop much oftener if their attention is arrested by something which does not wait for them to turn their heads first.

The beauty of the scheme of the pink (or other color) cheese cloth as described is that one

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must see that color—"willy, nilly." You can't pass it without being aware of the presence of a big pink spot.

A bulletin board at the curb with "Look in my window" on it will help some.

Don't allow loafers to stand inside and look out of the windows. Don't do it yourself. Ladies will not stop and look through a window when there is a man or two staring at them from within. Best to have the background of the window too high to see over.

The window is of more use to show the goods in it than to display the inside of your store.

If you are an amateur photographer, you have a means of attracting people to your windows easily. There's nothing people like better to look at than photographs. Whatever your window exhibit, a picture here and there in it will help vastly.

If you have been in the habit of taking care of the window dressing yourself, take a rest. Let

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the clerk try his hand. He may have more natural talent in that direction than you have.

Tell him what goods you want displayed and let him work the scheme out for himself. Encourage clerks to advance ideas anyway. A clerk who can think for you will be worth a lot of money to you some day.

Let your window displays follow your newspaper and circular advertising as nearly as possible. Make your various advertising plans play into one another's hands.

If you want to make a telling exhibit of playing cards, write the manufacturers giving the size of your window and they will send you display stuff, dummy packages, sample cards for festoons, posters, etc. They will send you, too, a book of cuts of window displays by other druggists, giving you good ideas.

Stationery makers usually have more or less plunder available for display. They are always glad to enclose such things with an order.



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If you want to sell crêpe tissue, you can get up a particularly rich window. Festoon the red, white and blue strips from the center of the window top to a line across the back, about half way up, the built up steps can be used for the bottom and back of the display and the character of it must depend upon the stock of crêpe which you have on hand. Opened boxes set around promiscuously, interspersed with bouquets of tissue, chrysanthemums and roses. There is no limit to the extent you can go in getting up something elaborate in this line.

A good toothpick window can be made with a short log pretty well hacked up. Put it in the window with an axe or hatchet stuck into it and spread lots of chips and splinters around. Then put in brownie figures picking up the splinters in baskets. Pile up boxes of toothpicks in a corner. Use a big card. Toothpicks 10c per box.

A good use can be made of the original packages in which imported drugs come. If you live

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in a city where there's a wholesaler you can borrow the empty packages. If he is too far away beg for them and pay the freight.

There is always an air of interest about an import package that will attract people and interest them. It doesn't take much stock to make such packages look full.

I've used Hunyadi cases in the window with cuts from a drug journal showing Buda-Pest, etc. The exhibit told people about a water that lots of them hadn't heard of before. They bought it, too.

Save your original cases so as to use two or three of them at once. People will think you are a big buyer.

It is easy and profitable to practice a little innocent deception of that sort upon the public occasionally.

A window which got me some free advertising was a display of old books. I had a few myself and borrowed more of the musty looking old

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things and the result was an astonishing amount of interest.

After that I had lots of people ask me if I wouldn't like some certain old book of theirs to use next time. By putting into such an exhibit one or two of the very newest things in book styles you can draw comparisons which will be interesting—"Book making 300 years ago and book making to-day."

A prize for the oldest book produced—to be loaned for a window exhibit will get you some rare ones.

A nice way to show up tooth stuff is to place a board lengthwise of the window, the front edge on the bottom, next the glass, and the board nearly upright, sloping back a little to make a bank.

Build a platform level with the top edge of the board. Cover the whole with some colored stuff.

Set the tooth brushes on end along the little bank. Put such a display of powders or liquid

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dentifrice as you see fit along the top. There's the chance for a good window.

A window sign that I've found it good to use, is a strip—use 6-inch wrapping paper folded to three inches wide—reaching the width of the window and laid on the bottom next the glass, in front of everything else. You can put on quite a sentence and be sure of its getting read.

A sponge window can be made of packing boxes with holes stove in in odd places. Stuff sponges into the holes to make it look as if the boxes were full of sponges which are bursting out.

A sponge man is not very difficult to make and will be the cause of much humorous comment.

A druggist who sold much violet toilet water, covered the bottom of his window with violet crêpe tissue, spread artificial violets around loosely and tipped up a five-gallon carboy of the violet water in the centre, with plenty of smaller

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bottles of it. Maybe the carboy was empty. I don't know. It looked as if it was full.

A good window plan is an arch which will reach from side to side and go pretty well up. Put it close to the glass and drape from it back to a centre, like that first cheesecloth arrangement. It varies the effect.

Mirrors can be used in almost any window, but they should be good mirrors.

I have often wondered why the crude drug people who sell hellebore, insect powder and such things that are sold in large quantities even by the smaller dealers, have not tried to work the window display scheme as the proprietary people do.

If some shrewd manufacturer should get up a window display outfit to go with every 25 or 50 pounds of his hellebore—the outfit consisting of pictures illustrating the different processes in the growth and manufacture of the drug, with small samples of it at different stages from the



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crude to the finished state—he would steal a march on his competitors. The outfits could be supplied to jobbers for enclosure. I only instance hellebore because it is an article which is particularly susceptible to advertising.

A soda fountain window can be made in fruit time. Use plenty of draperies. Put a big dish of fruit in the middle and set around it soda glasses with paper napkins tucked in them—a bundle or so of straws—cards reading, “Pure fruit flavors at our fountain”; “Good fruit makes good soda”; “Good soda costs you no more than bad soda,” etc.

A window that will draw a crowd, though it can't be made to advertise a special line very well, is a poison window. Borrow a skull from your doctor. Take a pack of playing cards, a whiskey bottle with a paper snake coming out of it; labeled packages (dummies if you like) of arsenic, strychnine, opium, morphine, paris green, etc. These, with plenty of red cloth, or

## RETAIL ADVERTISING

crêpe paper and poison labels should at least jar people's nerves.

This can be made a very interesting display, too, by giving the fatal doses of the various poisons. Put in a card, "Here's enough poison to kill everybody in town and have some left for ——." Fill in that blank with the name of your rival town.

If you have a large window, put in a wheelbarrow (you can borrow a new one of the hardware dealer) tipped up and a lot of bottles of some one of your special medicines—say beef, wine and iron—piling out of it on the floor.

Sprinkle cards around reading, "Here's what cures you, 50c"; "The blood maker, 50c"; "System builder, 50c"; "Wheelbarrow load of health in each bottle."

Goldenrod grows most everywhere. It lasts well, too, in water. Fix up a big bunch or bank of it in a corner of the window. Green things in a window always look refreshing and always, *always* mind you, attract the attention of women,

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Make a borax map. On dark paper on the window bottom, outline the streets of your town with powdered borax. Name them properly, and then put in a small white box, with windows and doors drawn on it, for your store. Put your name across the front of the little "store" and locate it at the right point on the right street.

Sacks or boxes of borax can be placed in such parts of the window as are not occupied by the map. A big card "The Borax House in Borax Town," or "We are the Borax people!" and a price per pound are needed to make the display complete. You will be surprised at the interest the map will awaken.

If you sell the magazines it will pay you to give one window to them at the first of the month—or perhaps better, the last of the month previous.

They are bright, new, and easily shown, and you generally have a few posters to help out the showing. Put in a half dozen of the last books, too.

## RETAIL ADVERTISING

If you do this regularly people will get into the habit of depending on your window to tell them when the new publications are out.

A grocer I know had a big lot of earthenware pudding pans. He put them in the window with a little unsightly card hidden away in one corner —“ Pudding pans, 10c.”

If he had made a sign that had occupied half his window, saying

“ PUDDING PANS, 11c.”

he would have had everybody looking to see what they were. The odd price would have sold those pans where he didn't sell them at 10c.

He had a chance to make a little sensation and didn't know it. Don't let such opportunities go by. You may not get a name that will attract like the homely but odd “ Pudding Pans,” but you will have chances of some sort.

A sign card in a western window (such things are always laid to the west) read

Peppermint Ile for

Hed-ake

Bellie-ake

Tooth-ake.

## FOR DRUGGISTS AND STATIONERS

That's a rather rough card but the idea is good. It is plain and to the point. It covers all the ground. Window signs should be brief and to the point.

Whatever your window display, be it simple or elaborate, be sure that it is fresh and clean. Thrifty—that is the word. Make your windows look thrifty—as if you were doing business every minute.

As the windows are, so will the store be, and people know it.



### V

## Odds and Ends

**B**Y odds and ends, I mean any kind of advertising not talked about in the other chapters; novelties in the way of advertising; schemes available for the store, circulars or newspapers.

I have already said, don't bother with the stranger who comes around with schemes to introduce. Get up your own.

There are a good many which are really profitable and involve small expense.

School children are more easily interested in such things than anyone else, and inasmuch as they are good customers of the druggist and especially of the stationer, they are good people to encourage to come to the store. They are your most discriminating customers. They soon grow

## FOR DRUGGISTS AND STATIONERS

up, too, you know, and “as the twig is bent so is the tree inclined.”

The aim of every scheme as it is the aim of all other advertising, is to create favorable comment about your store, to let more people know you're there, and to get the other fellows' customers in.

Whenever you get a new customer into your store, you have a chance to make him a permanent visitor. (See that you do it—or at least do your part.)

Customers are guests and more than that, they are guests that pay. They ought to be entitled to even better treatment than an ordinary visitor. How many store-keepers forget that and are afraid to make a sale anything more than a purely business transaction? Be social with your customers, most of them like it.

When the people don't all come, or don't come fast enough on ordinary newspaper and circular advertising, try your inventive genius on some particular attraction to present to them.

## RETAIL ADVERTISING

A plan recently tried by a number of dealers is the following:

Have several thousand voting cards printed for free distribution among the children of the town (you'll want a few dodgers to explain the scheme).

Place in your window two A1 prizes, one for a boy and one for a girl. These prizes are to be given to the boy and girl receiving the most votes before a given time, named on the tickets. Offer prizes of a smaller value to all receiving more than a certain number of votes, say 50. The votes are to be cast in this way: everyone making a purchase at your store—any size purchase—is entitled to cast a ballot for any child they like.

The children are to be supplied with all the votes they will distribute. Every child will give them to friends with the request that they leave a vote when they make a purchase at your store.

Be sure to get plenty of tickets at first so as to keep the children supplied while their interest keeps up.

## FOR DRUGGISTS AND STATIONERS

Don't make the mistake of allowing the contest to run too long. Such things must culminate before people tire of them in order to be successful, and don't give out figures on the progress of the contest until it is closed, or those who are low will lose their interest.

Of comment on the plan it is only necessary to say that wherever tried it has been almost uniformly successful in aiding business very materially. One man claims a 25 per cent. increase.

Of course, there may be towns where the plan would not be advisable.

Voting schemes are used very largely by newspapers to gain subscribers and seem to be successful. Why not try it in your business?

A plan which I have used myself with good results is the following. I will simply give the four newspaper ads in the case. They will tell the story. Ad No. 1

### **\$2.00 Cash Prize for School Children.**

We offer a prize of two dollars in cash for

## RETAIL ADVERTISING

the best advertisement of *School Tablets* written by a student of any Delhi school.

The advertisement must be entirely the work of the scholar submitting it. It must be of suitable size to fill our regular newspaper space.

Write with pen or pencil on unruled tablet paper and sign your full name. Spelling and punctuation will be considered in awarding the prize.

There are no charges of any kind.

The contest closes when our store closes—  
9 P. M. Feb. 14.

Each student may submit but one advertisement.

FARRINGTON'S DRUG STORE.

BOOK STORE, TOO.

Ad No. 2

**That \$2.00 Offer.**

If you go to school you can enter our advertisement contest.

It doesn't cost you a cent  
and you may get the  
two dollars.



## FOR DRUGGISTS AND STATIONERS

Someone will get it, you know.

Particulars more detailed will be found in our advertising space in last week's "Express."

FARRINGTON'S DRUG STORE.

BOOK STORE, TOO.

### Ad No. 3.

We have selected from the many ads submitted in the contest, two which we consider equally entitled to the prize.

One that of Helen Hutson Hall, we give below; the other, Ethel Grace Lord's will occupy our space next week. The prize has been divided equally between these two contestants.

### Tablets! School Tablets!!

Tablets large and tablets small,  
Tablets here for one and all;  
Tablets here for you and me,  
If you don't believe it come and see.

Tablets here you're sure to find,  
Cheap and of a better kind;

## RETAIL ADVERTISING

Farrington's the man that sells  
Tablets and he treats you well.

Ad No. 4.

Below is the advertisement written by Ethel Grace Lord who was an equal prize winner with Helen Hutson Hall in our prize contest.

### Attention !

It is hard for some children who buy tablets to decide which place to go.

If you go to Farrington's once you will have no doubt where to go in the future.

Rough and smooth paper.

Pretty and fancy covers.

Come and look them over,  
everyone.

FARRINGTON'S DRUG STORE.

The value of the scheme as an advertisement was not dependent upon the number of answers received. The number was smaller than I had anticipated, but there followed a good gain in tablet business and the interest awakened was

## FOR DRUGGISTS AND STATIONERS

not confined by any means to the school children or even to their parents. It was general. It made talk, favorable talk.

A jeweller to whom I had mentioned the success of my prize scheme, directly after offered a prize of \$2.00 for the biggest apple brought in within some two weeks. All the apples were to be placed in a window exhibition at the expiration of the given time.

The season was March. Think of such an ad in March! No one has apples then, let alone big apples. There wasn't any exhibition.

I may be wrong but it looked like a poor choice of time of year and a poor choice of scheme. The idea may not have been suggested by mine, but to the general public it had the appearance of an imitation.

To give the public an opportunity to think that, is always a mistake. However original your idea may be, if the people think it an imitation it loses its effectiveness.

## RETAIL ADVERTISING

About the apple scheme—it would answer better for a fruit store than a jewelry store. If you are offering a prize make it for something which pertains to your store and will produce an interest in your stock aside from that which centers simply in the prize winner.

Suppose that a druggist should offer two dollars for the best high school student's essay about lead pencils, helping the thing along with a pencil window display showing all sorts of pencils, and pictures indicating the processes in manufacture from the tree to the finished product. Placing in his window, in fact all the information possible to help on those essays, wouldn't that stimulate his pencil trade—all his trade with the students, for that matter?

A competition of that sort is practical when based on lead pencils or any one of a dozen other things.

The teachers will be with you in such schemes and will advise the children to compete. Limit

## FOR DRUGGISTS AND STATIONERS

such an essay to 200 words, or 300; get an outsider for a judge and it will be a success.

A plan which can be used in some cases on some lines of goods is to put a cash prize in an occasional package. In our business, the cigarette or tobacco package is the best place to try it. You cannot advertise it (the law prevents) all you can do is to slip a quarter, half, or dollar into a package of cigarettes or tobacco and see that some one gets it who will spread the news. Then watch your tobacco sales grow. Put in another prize after a time, if the plan proves worth following.

Manufacturers of the goods you handle will often assist you to push them in novel ways.

Our town had a big celebration, all our firemen and bands were to be in the parade. The manufacturers of a certain violet perfume sent me cloth violet boutonnieres, each with a pink ribbon attached, printed "Souvenir Delhi Centennial—date—Compliments Farrington's Drug



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Store." They sent enough to decorate every Delhi man in the parade. All the expense to me was the trouble of getting them on the men as they were forming the line. That was simply fun. Each boutonniere was perfumed with the brand of violet in question and was preserved to be for a long time a reminder of my store. The newspaper comment, which I wrote myself, and had inserted without charge was very favorable. So was the verbal comment which was not of my making.

A perfume ad which failed was another at the expense of a manufacturer who sold me a certain number of bottles of a carnation odor and threw in 400 blotters perfumed with the odor, also a large bottle to be used in spraying the opera house seats just previous to a performance which drew a big house. I personally saw to the spraying of the house—all the perfume was used. The blotters were handed to people as they entered. If the perfume permeated the room to any ap-

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preciable extent, no one knew it. I have some of that perfume yet.

One druggist perfumed his newspaper space and advertised the fact, but the perfume disappeared before the paper reached its readers, and that plan apparently failed.

A little scheme which is sometimes successful is that of putting a red spot on your newspaper ad on some occasion when you have a very important announcement to make. The printers will arrange for the operation and the added prominence may be worth the extra expense—or it may not.

Without going into questionable methods you can work off a lot of slow going box papers by charring the boxes a little with fire and advertising

### Fire Damaged Paper !

Our box paper stock—or part of it, at least—got too close to the fire. The outsides of a lot of boxes were burned and charred enough to spoil their appearance, but

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### The Paper's All Right.

On not a single box did the fire get to the inside.

Of course the appearance of the boxes is damaged and we will sell them at prices accordingly.

Then go on with your prices. You have people interested and they will come to see.

The paper will go if you put the price down where it belongs. You will attract attention, make talk and get rid of your shop worn stock.

The store paper is getting to be quite generally used and often not to much advantage. Of course the postal regulations are such that you cannot mail a private publication as second class matter. The department is very strict about it too. You have got to pay the penny postage and a store paper, as it is commonly made up—three columns of cheap plate matter to one of talk about your store does not give value received.

A good circular will do you more good than al-

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most any "store paper" ever made. I do not condemn store papers wholesale. There are good ones but I think that for the retail stationer or druggist they are not worth their cost.

A form of advertising which generally fails to pay directly but which may make you new friends is the giving away of advertising match safes, purses and all such novelties. Good will is about all you can get out of such things.

If you have a good prescription business or ought to have, you can afford to give the physicians prescription blanks in nice leather cases—but that is more a case of getting good will than anything else. You may have to do it in self-defence—because someone else does it.

When you get in a new line of ream goods from the manufacturers (it's better to buy direct from the manufacturer) have them send you samples of the paper to mail to your lady customers with suitable talk.

Small advertising blotters are put in the pape-

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terie boxes of some makers and if you are a good customer they will supply you with a quantity of them to send with the samples of paper. You will get results. Stamp your own name on the blotters. Stamp your name too on the blotters that are in the boxes you sell.

If your box papers do not have blotters in, have some advertising blotters of your own printed and insert them.

Do you have rubber stamps where they are convenient to use. Their uses are very many. Small gummed labels with just the name of your store are good things to put on the outside of wrapped bottle packages. Don't be afraid to have your name on everything that goes out of the store. You oughtn't to send out anything that wouldn't do you credit.

Pay envelopes are sometimes used for advertising. Any mill where the hands are paid in envelopes will let you furnish the envelopes free and place an ad below the blank lines left for



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name of payee, etc. It will cost you from \$5.00 to \$8.00 to get ten thousand of the envelopes with printing. It will probably not pay very well and the chances are that it will not pay at all. If the mill shuts down (as one did which I supplied with envelopes) you are an easy loser.

Whatever scheme you arrange which involves expense, be sure that it is going to draw new trade. The value of such a plan for instance, as the voting contest mentioned above, depends upon its ability to get enough new trade to pay for your prizes.

If your prize offers only succeed in attracting the attention of your regular customers they are an expense and nothing else. You are paying a premium for trade which you would have had anyway.

If the expense of your plan is paid by new trade, even if you make nothing out of that new business, you will be the gainer because out of every hundred new people who come to your

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store for some such special purpose, a certain per cent are going to keep coming, are going to like you well enough to become regular customers. So see to it that whatever your scheme, it be made attractive to the other fellow's customers.

A plan which has often proved to be too much inclined to affect only the old customers is that of giving out cards with a large number of small figures on them, footing up to perhaps \$10.00. When all the figures are punched out you give a prize.

The plan has rarely brought enough new business to justify it. Anyway it is an old story now and a scheme, be it never so attractive, loses its drawing power when it gets old.

Do you handle photographic supplies? If not, you'd better, but anyway why don't you try a prize offer to amateurs for the best photograph of local scenery? Make your first prize good enough to be worth while and give enough minor prizes (supplies and the like) to encourage everyone to enter.

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Make it a condition that each photograph submitted become your property. You will get enough for a window display and perhaps enough for an inside exhibition. Such a prize offer as that, it is good advertising to make an annual affair. It will boom your sale of photo-chemicals and other supplies in that line.

A plan sometimes successful is to give away a 4 x 5 photograph with every purchase amounting to a certain sum. There are plenty of variations which can be introduced in the way of difference in the sizes of the pictures for different sized purchases.

It is well to put a time limit of so many weeks or months on such a scheme, because you will not want to keep it up indefinitely. Be careful to see that the other fellow's customers know about the offer.

Gift schemes can sometimes prove a disadvantage. A little Jew in my town once advertised that on a certain afternoon, shortly before Christ-

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mas, Santa Claus would be at his store and give away a present to every school child who came.

A made up Santa Claus was on hand in the window on the afternoon advertised and when the public school was out, the store was surrounded, mobbed, filled and overrun with small boys and girls, until the proprietor had to drive them out by main force with the assistance of Santa Claus and lock the doors front and rear. That was a case of too much of a good thing.

Some druggists get out a book of recipes which gives formulas of value for every disease from pimples to paralysis, with the prices charged for compounding the same at their store. They usually quote prices too on quite a list of household drugs. Such books are almost always profitable. You can tell whether they pay or not because you know when the recipes come in to be filled.

Ads to slip into packages of goods—"slip ads"—are good things. They cost very little and

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often make a sale. They should be printed in about the style of your newspaper ad and only one thing on a slip. Have the printer take your ad right out of the newspaper form and run off a lot of slips with it. You won't even have the type setting to pay for in that case.

Some druggists use sign boards out in the country. This may pay, but be careful about it. Don't nail signs on a man's barn or fence without permission; it may make an enemy for your store instead of a customer.

Paper napkins with your ad printed on them for free distribution to church socials and picnic parties are available for advertising, but they're not very profitable or original.

The number of available advertising schemes is unlimited but consider the pros and cons of each well, before beginning it.



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### VI

## Store Management

**G**IVE your store your main attention. Don't be inveigled into spending time managing athletic, political and other organizations that should be spent in managing your store.

Your best energies should be devoted to your work. No one believes more firmly than I in recreation and amusement, particularly of the outdoor sort, for business men. Druggists need the relaxation even more than most merchants.

The point is, don't forget that the amusement is simply amusement. Be systematic about recreation, if you can, and don't let it divert your attention from business.

Order is Heaven's first law. It should be an iron-clad store rule. A place for everything and

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everything in its place. That way saves time, saves money, saves stock and brings customers back. It makes cleanliness. Order and dirt will never consort.

Kill loafing or it will kill you. Women, the druggists' best customers—the stationers', too, only more so—will not patronize a store that is the habitual resort of a set of smoking (or non-smoking) loungers. You've got to prevent it. It's a difficult and ever present problem in the country store, but you have got to keep fighting it.

Your thoughtless friends even, will block up your doorway, sit on your steps and stare out of the windows to see who's going by. What is worse, if you're not careful, your clerks will help the matter. When they are not busy, don't let them hang around the door, as a sign of their idleness and an invitation to their friends who want a place to stop and talk. Take away every encouragement you can from the would-be loafers.

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How are your neighbors? There are stores all around you. Are they friendly enough to throw customers to you when they haven't the goods asked for? Or do they send them to the other fellow's store? Make it a point to call on your business neighbors in a friendly way once in a while.

If you do not already take a trade journal, lose no time in subscribing for one. There are enough good ones in both the stationery and drug trades so that there is no excuse for a man who does not read one or more.

Almanacs and calendars come to you free every year. They are mostly patent medicine ads, but people look for them always at the drug store. Give them away freely.

Get a caller an almanac as cheerfully as you would a couple of bottles of your own sarsaparilla. Treat everyone who comes into your store as white as you know how.

You've been into other stores where you were

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greeted a little curtly. You know how you felt. You will often have to bury your personal feelings, perhaps even physical discomforts, to appear pleasant. It's good for you though and it's good for your business.

Children especially, must be treated well. Treat the man with the charity subscription well. He probably doesn't like his job. If you have any money don't be afraid to share it. Generosity is the best policy. Introduce a little Christian charity into your business.

Have a good big want book in a convenient place whatever your business. That is the great secret of a successful store—keeping up the stock. See that your clerks put things down in the want book. It doesn't matter if things get in there that you do not need. When you order you should know for yourself how your stock is on the goods you're ordering.

Price cards are easily made and their value in the store is scarcely secondary to their value in

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the window. Have all of them there is room for. If you can make very neat cards, it will not hurt any to have a wire strung at a good height above your counter (an almost invisible wire) and hang cards on it, changing them frequently. Don't under any circumstances leave a card or price ticket anywhere after it is soiled or fly-specked.

Cards of your own make; plain white ones with plain black lettering; cards bearing pithy, pointed sentences are a long way ahead of any of the so-called artistic cards sent you by patent medicine houses.

It is a foolish druggist who does not have a good line of his own preparations of the non-secret order, and push, push, push them.

Put them up in as attractive packages as can be made and guarantee every package without reservation. Have a rubber stamp made to use on outside wrappers—"This medicine is guaranteed by Smith's Drug Store. If it doesn't help you we'll buy it back."



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There is a prominent Philadelphia pharmacist who will not keep a clerk who cannot sell the firm's own preparations in eight cases out of ten where a particular patent is called for. That is putting it a little strong perhaps, but the principle is good and shows the general tendency.

If the expense of running your store, which is doing a business of \$20.00 a day, is the same as would pay for doing a business of \$35.00 per, you are losing opportunities somewhere. Set about it to see how you can increase your business to the store's capacity.

Do you carry all the lines that you could make money on? If you see a line of goods that you are not selling—that you could sell profitably—try that line. Do you handle souvenir postal cards? If you are in a town which is visited by many strangers you can draw trade by selling the cards.

Do you handle fountain pens? Lots of drug and stationery stores do not handle them. Buy

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a dozen of some good dollar pen and try them with a little pushing. If they go you can put in a line of the better ones or not, as you think the trade warrants. It will cost but a little to try it.

If you are a druggist and there aren't too many news stands in your town already, put in one. The magazines are mostly returnable, so that you never have much money invested and the risks are small. Daily papers and a magazine stock will bring people into your store.

Are you a little careless about the wrapping of prescriptions? Put on bottle caps and use good labels. Prescriptions must show care and neatness on the outside. The public judge the contents somewhat by the package. They cannot often judge them on their own merits.

Wrap and tie each bottle of any sort that goes out of your store. Don't roll a bottle up and give the paper a twist at both ends and call it wrapped. Neat packages are valuable ads. Al-

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ways use the best paper and twine you can get. People expect nice bundles from the druggist or stationer. There isn't anything much better than plain white paper and pink twine. The colored papers are distasteful to some people who object to become walking advertisements of any store.

Wrap your drugs in two papers always, with a label on the inside wrapper. You can get a reputation among out-of-town folks for putting goods up so that they will stay wrapped until they reach home.

There is no class of people who notice the little things of that sort any quicker than the farmers do.

Do you know that wet or damp sponges will sell lots better than dry ones. Keep your sponges moist. Have a sponge case in the doorway by all means. It will pay for itself in six months. A ten-cent sponge wet feels better than a dollar

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one dry and if they are all damp you will sell more good sponges. The difference is more readily apparent then.

Treat the travelling men, who call upon you, with courtesy and respect. They are in the same business that you are—selling goods. Don't allow them to take up your time needlessly with unnecessary talk.

Keep your old empty bottles all washed up and in a drawer by themselves. Use them for horse medicine, liniments, etc. You can get five or ten cents apiece for them in that way.

When a man leaves a bottle with you to be filled and called for, have it ready when he comes after it. Don't keep people waiting any longer than necessary for anything.

Particularly must soda fountain service be prompt. If you get the reputation of serving people promptly, you will gain customers among busy people. Busy people are the best kind of customers. They know what they want, buy quick and generally pay the cash.

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Don't be afraid of the inventory. Once in two years will do, though every year will do better. It may save you a lot of money in case of fire. It will at least show you what your dead stock is and dead stock is dead money. If you've a lot of dead stock, get it out and put a price on it that will sell it. The goods are worth nothing and are taking up valuable room.

Broad shelves in your store room and cellar are responsible for some dead stock and for orders sent out for goods that you already had plenty of. Narrow shelves show at once what you have. Better use more shelves and put less on a shelf. You can improve the broad shelves by making steps on them which will raise the goods at the back into sight.

Use all the flowers you can at the fountain. They help to keep the flies from the marble slab. It will not do to have flies too numerous, you know. It ought not to be necessary to speak of the absolute necessity for cleanliness about the



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soda apparatus, but there are lots of fountains trying to do business on an anything but cleanly basis.

Speaking of flowers—make some fern balls—wire racks with ferns growing out of them in all directions. Hang them in your windows. They relieve the artificial appearance of painted wood-work. House plants and palms of any sort are an advantage about the store. They interest the ladies who will always take time to ask how you keep them looking so well.

Paint is cheap. Spread some on the shelving, etc., often. The clerks can do it and do it well. A little paint will work wonders in an old store.

Have your ceiling and walls light colored. They will make your store ever so much brighter.

Don't correct the man who comes in and asks for "camp-fire." Give him what he wants. You're not there to make people feel cheap. Your campaign of education doesn't mean that.

You remember Pratt's anti-bilious pills? A

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farmer's boy came into old Dr. Pratt's store and said,

"Good day, Mr. Pratt, I want a box of your pills."

The doctor made several kinds of pills and looking over his glasses at the boy he asked,

"Anti-bilious?"

"No," said the youngster, "Uncle's sick."

Dr. Pratt waited until he got behind the prescription desk before he smiled. That was an exceptional case in all ways. You could not have blamed the doctor for laughing before his customer then.

Do you carry a stock of law blanks? If you do, you know that with five or six hundred different numbers it's a hard stock to keep up. You've got to keep it full though. If you get a reputation among the lawyers for having every time the blank they are after you will get the trade. If they begin to find you out of what they ask for it won't take long for you to get a reputation quite the opposite.

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Keep your school tablets so exhibited that the children can see what you have. It's a good plan to have an assortment of them on the counter where the urchins can paw them over. They always want to see all of the five-cent ones anyway. You can't afford to be cranky with them.

How are your showcases dressed? We cannot all have handsome cases. Yours may be no two alike and yet you can make them look well. Get them placed to the best advantage, then take as much pains in dressing them as you would in dressing windows. Change them frequently. Keep good selling things on top where people can get at them. They won't be stolen. Put that much confidence in your customers.

Neglect no chance to display goods. Goods well displayed are half sold. Put lots of plain prices on them.

Have all your goods, even to empty bottles and corks, marked with cost and selling price. That keeps your price uniform to every customer.

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Nothing is more harmful than ragged prices; one price to one man, another to another. You, yourself would kick if you had the other end of that deal.

Don't get cross with people who come in and look over your magazine and novel stock for a half hour and then don't buy. Suppose they are working you. They buy something occasionally, even if it isn't a magazine. You have to be imposed upon to a certain extent and this sort of imposition will not hurt you any. Those people go away and talk about what they have seen on your counters—that means sales sometime.

When a woman buys goods enough to really make a package, why don't you offer to send it home for her? The grocer would. Do you want to be beaten in store methods by the grocer?

You can make friends by offering to deliver even when you know the offer will be declined.

I know of a man who has entire charge of the cigar department of half a dozen New York drug

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stores. He buys all the cigars, keeps the cases clean and filled—takes into his hands the whole business except the selling.

You don't need a man like that. You can keep the cigar case up better yourself, but are you doing it? Are you selling your share of cigars? Make 'em pay your rent. When you have them so they will do that, make them pay your light bill, too. Don't let up on them as long as there's room to go farther ahead.

Cigar buyers are as fastidious about their cigars as a woman is about her perfumes. See that you are coming up to their wants—anticipating them even.

You can put cards on your cigar case that would be out of place anywhere else. I had the following—clipped from a drug journal—on my cigar lighter for a time, causing considerable amusement:

To trust is to bust,  
To bust is hell,  
No trust, no bust,  
No bust, no hell.



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The verse is so clever that the roughness of it is excusable.

Have your cigar case next to the door. Keep the lighter clean and bright and it will always be a sign that the cigars are there. You can make friends for your cigar business by offering a box of matches to everyone who buys two or three cigars. Buy the parlor matches in the smallest boxes—I think they come in 40s. They cost but a trifle. Put your name on each box—sticker or rubber stamp. It is cheap generosity.

They say that genius is the capacity for taking infinite pains.

Success in business requires genius. It requires you to take great pains with little things. Business is mostly made up of little things. The drug and stationery business is more so than many. If you wait for the big deals, you will get hungry waiting.

There are a few druggists doing a big business with their stock every which way. I know a

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drug store where the box papers are piled, or rather jumbled together promiscuously on a counter and an open shelf. All over the top of the heap are spread boxes with the covers off, dust settling on the contents, and everybody thumbing the paper over. That store does a big stationery business, but you can figure for yourself how much more it might do and how much more money it might make on what it does do.

I do not say that a man cannot do a paying business in an untidy store, but it does not need me to tell you that it is in spite of the dirt and not on account of it.

If you sell both candy and soda water have the candy case next to the soda fountain if possible. Make your soda help sell your other goods. Make one line draw attention to some other whenever you can.

Do you have a lot of vacant space between the tops of your wall cases and the ceiling? If you haven't a nice wall, metal ceiling and all that

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kind of thing, that space will look better filled up with stock than it will empty.

Full packages of writing tablets or box papers in cartons; full dozens of proprietary remedies, those all pile up neatly, and if they are kept free from dust, make your stock look better as well as larger.

A store which gives one the appearance of being full of goods will lead people to go back there for things they couldn't find elsewhere.

If your store has a rear or side window, be it seen by ever so few, keep it clean. You don't want to be judged like a man who keeps the toes of his boots polished and lets the heels go muddy. Don't be shiftless.

If your store has irregularities in its walls or posts anywhere, even in the windows, make them serve you. Don't wonder how to become resigned to their presence. They may be valuable to help show goods.

In a word, let slip no available opportunity for

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improving your store and your store service. Don't wait for the opportunities to offer themselves—hunt for them. Fortune is not throwing herself at anyone's head.

VII

One Hundred Sample Ads

THESE ads were all written for use in a single column, 3-inch space. Some of them could be made much longer and still go into that space easily. Some could be cut down and not be too small. They can be changed to suit, you know.

Sauce For The Goose

may not be sauce for the gander.

The cough medicines that helps *your* cough might not touch your neighbor's.

If you think that our "White Pine and Tar" is not the best thing for your case, try our new cure, "Tolu, Tar and Wild Cherry."

One of the two kinds will hit almost any cough a knock out blow.

They are both guaranteed to help the cough. White Pine and Tar, 20c. Tolu, Tar and Wild Cherry, 25c.



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### Sunburn Cure.

The sunburn cure that will really cure sunburn is our Velvet Cream.

It is good for all sorts of skin discomforts, such as come with July heat.

You'll like it. We know you'll like it.

It is easily used and possesses many advantages over the sticky glycerine, vaseline and the like.

We guarantee it to give you satisfaction.

It is 22c a bottle.

We have the cold cream in little jars—with nickle screw caps for 15c.

### Blank Books For The New Year.

Not many business people but have to get at least one or two new blank books at the opening of the year.

It may be a full set of books; it may be a new cash book, or it may be only a 5c memorandum. We have them all.

500 page ledgers and journals from 90c up.

We buy direct from the maker. That saves the middleman's profit. We give you the advantage of that saving.

We sell diaries, too.

## FOR DRUGGISTS AND STATIONERS

### Always Had Them

but never said so before, at least we never advertised them. That's pens. Fine pens, coarse pens, long pens, short pens and stub pens.

All kinds, six for 5c.

Double pointed ruling pens, two cents each.

We sell a fountain pen—hard rubber barrel, for 25c.

Combination reversible pen and pencil, 5c.

### Will Make You Well.

That's our sarsaparilla.

There's no better spring medicine made.

If you are thinking of trying Hood's, Ayer's, Brown's, or some other, buy a bottle of ours instead.

We guarantee it to be as good as the best. What's more, we guarantee it to make you well.

If you are not perfectly satisfied after using a bottle, come and get your 60c.

That's the price we ask—60c a bottle. The other kinds are a dollar and we cannot guarantee them.

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We know what is in ours and what it will do. Six bottles for \$3.00.

### Cheap Fountain Pens That Are Good.

A dollar fountain pen that's up to lots of two-dollar ones; that's the ——

We sell them.

Fine, medium and coarse points. Fourteen karat gold pen.

What's the difference between these and better grades?

This—the \$1.50 and the \$2.00—last longer. They're no better while they last.

The dollar ones last long enough to suit most writers.

Come and try a —— . We will lend you paper, ink and a desk.

### Our Sarsaparilla.

We back it to knock out that old tired feeling in short order.

It is a spring medicine that will make you well.

How's your blood?

How's your appetite?

Are you bilious?

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Our sarsaparilla will straighten you up and give you a new lease of life.

We guarantee it, you know.

Sixty cents a bottle. Six bottles for \$3.00.

We have all the standard sarsaparillas at a dollar a bottle.

### A Necessary Frog

is "Frog-in-your-throat"—10c.

We have commenced our big winter sale of this great cough lozenge and want everyone who has throat trouble to try it.

It is the best cough drop made, for nine cases out of ten.

If yours is the tenth case you can have your money back again.

### Slippery Elm.

Just about now 'most everyone has a sore throat or a cough.

Why not try slippery elm lozenges? They are safe for people of all ages, in any quantity.

There is no over-dose as there is with so many cough drops.

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They do not taste disagreeable—quite like candy, in fact.

We sell two ounces for 5c. You can have twenty-five pounds if you like.

### They're Black.

When you need a lead pencil, you prefer one that will mark.

Ours from the softest to the hardest—from No. 1 to No. 5 or 6H—are free from grit and will mark.

### Yes Sir, They're Black,

and you'll like them. We have penny pencils that are not so good, but they are black, too. Throw away the old stub and get one of our good pencils for 5c.

### First A Cough

to carry you off,

Then a coffin

to carry you off in.

Don't let the cough get the upper hand. Keep it down.

Even the little cough will become dangerous if it's neglected.



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Get a bottle of our "Tolu, Tar and Cherry" cure while the cough is young.

The cost is only a quarter.

That quarter might be the means of saving you many dollars in doctor bills.

### We're The Borax People.

The best borax in the world is the mule team brand.

It is brought to us right from the big California borax lake; a lake with no water left in its bed. The bed is solid borax.

We have a borax book that tells all about the uses of that valuable drug. It tells how it is obtained. The book is free. The borax is 20c a lb.

Five pounds for 75c.

### This Weather Will Do It.

That is, it will make a demand for our Witch Hazel Balm.

Your hands will chap if they're not used to rough treatment.

Who wants hands that roughen up and feel uncomfortable and even crack open enough to bleed?

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If you let them chap unhindered they will come to that.

For 20c you can make your hands perfectly comfortable and stop the irritation that comes from chapping.

Our Witch Hazel Balm is 20c.

### With Butter at 13c.

a pound the farmers feel pretty blue.

Are you a farmer? Do you sell butter?

We want you to see that your 13c will go farther at our drug store than at any other.

We want to convince you by quoting prices on cattle salts.

Epsom salts 5c lb.—10 lb. 35c.

Glauber (horse) salts 5c lb.—10 lb. 30c.

We can save you money on all the drugs you buy.

Money saved is money earned.

“Oh Frabjus Day, Calloo, Callay, he  
Chortled in his Joy.”

and so would you if you had a box of our  
Bronchial Lozenges in your pocket.

They allay all irritations of the throat and  
bronchial tubes.

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You won't cough in church if you have a few of those lozenges to use as a preventive.

Physicians prescribe them.

No secret about them—the formula is on the box—10c a box—big box, too.

### Tempus Fugit Were Here.

If you want to go gunning for flies we have the ammunition.

We have the guns and the powder both.

Powder guns—10c each (breech loading).

Fly powder (insect powder) 50c a pound.

That's the best Persian.

You can use it without a powder gun, but it's cheaper to have one.

We sell sticky and poison fly paper too—sticky 3 sheets for 5c. Poison, 5c a sheet.

### People Notice Envelopes.

The first thing you notice about a letter is the envelope.

Sometimes the impression made by that is too deep to be changed by the letter inside.

Are your envelopes creating good impressions upon the people who get them.

## RETAIL ADVERTISING

Have you ever tried our blue bond business envelopes at 50c a box of 250?

They are about as tidy looking as anything we sell.

We sell all the standard kinds too. All sizes, from 1 to 14 in a dozen qualities.

### Just a Few

reasons why you ought to use the tooth powder we make.

It is { not too soapy,  
free from grit,  
pure and harmless,  
pleasant to taste.

Those are not all the reasons. Aside from the fact that you get nearly twice as much for a quarter as you do of other kinds, it is guaranteed to be entirely satisfactory or your money back.

It will make your teeth shine like diamonds. Think of that—a mouth full of diamonds for only 25c.

### Don't Breathe Chalk Dust

or allow children to do so. If you have a home blackboard for the youngsters or if

## FOR DRUGGISTS AND STATIONERS

they only use the one in the school room, see to it that dustless crayons and dustless erasers are used.

A good dustless chalk that's free from grit. That's what you want—10c a box, 3 for 25c—a gross in a box.

Erasers that take up the dust instead of spreading it around the room—filling the air with it—10c. Such erasers are health savers.

### In the Way of Soap.

Ten cents may seem a small price to pay for a good perfumed soap.

It is a small price.

The soap *is* good though.

It is as pure as the highest priced.

In the ten cent (3 for 25c) grade we have Violet, Rose, Lilac, Lavender and Orris. Each cake nicely wrapped. Three cakes in a box.

We have a glycerine soap at 15c—two cakes for a quarter.

It is 33 1-3 per cent. glycerine.

None better at any price. \*

Other fancy soaps at fancy prices.



## RETAIL ADVERTISING

### Happy New Year !

We've had a good year and hope you have. If you haven't—or if you have—here's hoping that next year will be better.

We want to thank every one of our customers for their patronage and we want to acknowledge that it is our customers who make our business grow.

If you are dissatisfied with any purchase made of us during the past year, come and say so.

We are going to begin the new year square with everyone if it's a possible thing.

### Make Soap This Spring ?

We suppose there isn't much fun in making soft soap.

Lots of things that aren't fun though, have to be done.

You'll want concentrated lye. Try our brand. It beats all the rest, 2 to 1.

It comes in zinc cans with patent sprinkle top, at 10c a can—3 for 25c.

You use only one can of ours where two cans of other makes are needed. That saves you money.

## FOR DRUGGISTS AND STATIONERS

Remember these things when soft-soap day comes.

### Mellow Candy!

Know what we mean?

We mean that chocolate creams when first made—*fresh* chocolate creams—are not as good by far as they are when two or three weeks old.

That's a fact. If a candy maker were to put out absolutely fresh creams he'd lose his reputation in two months.

Many people want creams "made to-day." No candy man would be foolish enough to sell them though he might claim he was doing so.

It may be a mistake for us to try to explain this. Perhaps it were better to allow the popular fallacy to go undisturbed.

Anyway we buy only mellow chocolate creams and we believe that a trial will convince you that none beat ours. 40c lb.

### Bugs!

Just now bugs are everywhere. They get into everything and on everything. They don't seem to know any better.

## RETAIL ADVERTISING

The bug killer for big bugs, little bugs and middle-sized bugs is our insect powder.

It is the true Persian. Be sure we'll foist no imitation upon you. The price is 50c a pound. Powder guns—10c each.

Get an outfit if there are insects in your house or garden.

### Any Business Man,

every business man, in fact, uses some blank books.

If you do an absolutely cash business (which you don't) you use a cash book and a few order or memorandum books.

It doesn't matter anyway what book you want.

We have them all from a vest pocket memorandum at 1c or 25c up to a 500 page ledger or journal at 90c or \$2.50.

We keep ledgers too of 600, 800 and 1,000 pages.

We will save you money on blank books.

### Witch Hazel Extract.

There is a standard of excellence for this as well as for everything else in a drug store.

## FOR DRUGGISTS AND STATIONERS

Our extract is the best that money can buy. It contains 14 per cent. alcohol, the highest per cent. of any.

It is a better liniment for simple sprains and bruises than a strong oily preparation. It is good wherever you've used Pond's Extract and costs less than half as much.

Chaps, chilblains, frost bite, sprains, etc. 25c for a full pint bottle.

Cheaper by the gallon.

### The National Recipe Book.

Just a few words to say what it is.

The pharmacists of the nation are represented every ten years by a committee which goes over the U. S. Pharmacopœia and makes such additions, subtractions or alterations as are suggested by the advance in the science of pharmacy during that time.

This book is accepted as the standard for all drugs and medicines.

Preparations must be made no stronger, no weaker, than the U. S. P. calls for.

The State board of health sends a representative occasionally to get samples of our stock for testing.

## RETAIL ADVERTISING

We are proud to say that we have never yet been called to account for selling a product differing in any way from the standard.

### April Coughs.

They are as bad as any.

There's no cold like an April cold for aggravation. Our White Pine and Tar is a guaranteed cough cure,—guaranteed to cure the cough or you can have your money back. It helps all kinds of coughs in all kinds of weathers.

It's good to take. No sickish taste—no after effect of unpleasantness.

“Simple and Efficient” best describes it.  
20c a bottle, 2 for 35c.

### Sp. Camphoræ.

That's the label on our big camphor bottle. We make our spirits of camphor of the exact strength required by the U. S. Formulary. We can make for you a stronger spirits if you want it, but there's only one *regulation* strength.

The regular spirits we sell for 50c pt. It's strong enough for most people. The higher



## FOR DRUGGISTS AND STATIONERS

strength is simply more camphor gum to the pint. That's the difference. Camphor gum and alcohol are what make Sp. Camphoræ.

### Oxford Bibles.

They are the best Bibles. It's admitted by everybody.

The type in an Oxford is as plain and easily read as type two sizes larger in any other print.

We have all the cheaper grades, but they do not compare with the genuine Oxfords. If you are looking for a Christmas gift for Sunday school scholar or teacher, the Oxford is the thing.

A real Oxford in leather binding with red thumb index, maps, references and concordance—\$1.50.

That's only one of our Bible bargains.

### Egg Dyes!

Easter is here—almost.

Have you colored your Easter eggs? We have dyes on purpose in 5c packages.

Each package colors a dozen different shades,—plain colors and mottled and

## RETAIL ADVERTISING

stripes—yes, there are two or three dozen different combinations.

Transfer pictures, too, of the Presidents and prominent soldiers and statesmen.

These are all easy to use and please the children immensely.

Don't wait until the last day in the afternoon. Buy a package now—5c.

### Cold Cream, but not Ice Cream.

For rough and chapped lips and face use our white rose cream.

We've been selling it for five years. Never a jar brought back yet.

We want people who don't like it better than any they ever had before to bring it back. We believe (with reason) that it beats them all. It is scented with the best imported rose water. It will not get rancid. Keeps forever. 15c for a jar—a white porcelain jar with a neat label and a nickel screw cap.

### Drugs and Cigars.

No drugs in our cigars. We don't mix the two. People who know generally buy their cigars at a drug store.

## FOR DRUGGISTS AND STATIONERS

Druggists cannot sell a five cent cigar that costs them less than \$35.00 or a ten cent one at less cost than \$60.00.

We pay *more* for many of ours.

Drug store cigar customers demand better cigars than those who buy elsewhere. We don't know why. We only know that it is so. All our cigars are made by people who have a reputation to maintain. No wild-cat cigars in our case.

Try one of the new brand—"Hemlock." 5c, 6 for 25.

### How to Guard Checks.

Every business man or woman writes checks. Nearly every check goes away from home and is handled by strangers before returning. What's to hinder it's being raised in amount? The average unguarded check could be raised easily without detection. Perhaps you've had them raised and didn't know it. A raise of a dollar or so at a time would not come to your notice.

Better get a check perforator. They're down in price now, to \$3.00. The price is

## RETAIL ADVERTISING

not worth considering if it saves you from having a check raised.

A perforated check is more business-like anyway.

### Nursing Bottles

at new prices.

You have been paying us—paying everyone—ten cents apiece for nursers without fittings.

We are buying now at better prices; we'll give you the advantage of our advantage. 5c each for straight or bent neck nursers, graduated to 8 ounces.

These are an A 1 quality of flint glass. They will break if they fall on a stone. We guarantee that. They will last better than most nursers though.

### About Blotters.

There's as much difference in blotters as there is in people.

If you get cheap blotting paper it will spread a blot instead of absorbing it.

Get a good soft paper and then use it always the same side up.

## FOR DRUGGISTS AND STATIONERS

The rubbing soon spoils the surface for absorbing ink. So use one side for blotter and rub the other always.

### Blotters About

the desk aren't apt to be too numerous. We sell small blotters for ten cents a dozen. Large sheets 20x26 for your desk or table 10c a sheet; 3 for 25c.

### This is Good

borax weather. So is any weather.

Borax claims everything for itself. When you don't know what to use, try powdered borax.

It will wash anything from laces to sore eyes. Good for sore mouth and sore throat. We have a little book that tells how to use this drug in medicine, household and laundry. We're giving them away to everybody. The book is free, but the borax is 20c a pound and it's all one grade—pure. Right from the California borax lake to our store in original cases.



## RETAIL ADVERTISING

### Book Bargains!

We have a big stock of 50c 16 mos. that we want to sell for 25c each.

A 16 mo. is about 6 1-2 by 4 1-2 inches in size.

These books have handsome illuminated silk vellum covers. They are well printed on good paper with plenty of illustrations.

Nice for all sorts of gifts for we have all sorts of books in this edition.

Easy to send away. Book postage is cheap, you know.

### Potato Bugs are Ripe.

Save your potatoes with early paris green. When the bugs come they come with a rush. Be ready for them. They're on hand in some places now.

Nothing like being ready before the bugs are ready. Our paris green stock is all ready. It's the best green we can get. Nobody has any that's better.

25c a pound; 15c a half pound; quarters, 8c; 5 lbs for a dollar.

Nobody has any better prices. Our stock

## FOR DRUGGISTS AND STATIONERS

is so big that we want you to buy all you need the first trip. If you don't use it all we'll buy it back if you bring it before August first. That's fair.

### The October Magazines.

We cannot give the contents of all the magazines here, but we can and do ask you to come to our store and look at the table of contents of every magazine on the counter. The October numbers are especially attractive.

Their covers are a match for the autumnal colors. The contents are worthy the covers. Good short stories; good serials and good verse. Something to suit everyone.

### Skip Easy Street

unless you have money to burn.

There aren't any quick roads to wealth. You must save to get there. You must work and save.

If you try to live on Easy Street before you get the price, you will die a pauper.

Here's the point. Cheap buying saves you money.

## RETAIL ADVERTISING

Our cough cure is the best that skill and good drugs will make. It contains White Pine and Tar combined with some other good things.

The price is 20c. Just 5c less than the same size of other kinds cost.

### None so Blind as Those Who Can't See

that our way means money for you as well as money for us.

Our way is—your money back on any purchase that's the least bit unsatisfactory. It's money for you because you can't lose. You never have to keep goods that you think are not worth the price you paid.

It's money for us because it gives us satisfied customers.

There's no advertisement so good as a satisfied customer.

A dissatisfied one is a nail in your business coffin.

### Outside and Inside.

Our advice for this wet winter weather is—keep dry outside and use our Cod Liver Oil Emulsion inside.

## FOR DRUGGISTS AND STATIONERS

The emulsion is the great cold preventive. It makes you strong to resist the effects of January's climatic changes.

One ounce of prevention is worth tons of cure.

For a chronic cough and cold that lowers the vitality, Cod Liver Oil is your doctor's prescription. It builds up the system. Helps you to fight the weather and the "grip," 48c for a 12 ounce bottle. It's pleasant to take.

## Make Money on School Books.

Money saved is money earned.

Second-hand school books are often as good as the new ones.

They will last as long as they're needed. We sell them for one half the price of new ones. Another thing! There's no good of your saving your own old books.

They go out of date in a year.

Bring them in and if we can use them we'll take them in exchange for whatever you want, allowing you about half of what you paid for them.

## RETAIL ADVERTISING

### For the Last Day

before Christmas we have a big stock of books ready. There are always some presents left for selection at the last moment.

Then you will decide that a book is best after all.

It's easy to choose a book too. We have such a variety that you can fit any sort of a person.

We keep our book stock up until the last because that stock is good at any time. They are right in our regular line. It doesn't matter how many we have left over.

### Picture Frames to Burn.

We have a splendid lot of cheap cabinet frames.

They are good Christmas presents, if they *are* cheap. A little money goes far in photograph frames.

If you want an expensive frame—silver and that sort of thing—we have those too.

Just now we want to say that our cheaper ones at 5c, 10c, 15c are mighty pretty frames



## FOR DRUGGISTS AND STATIONERS

and will fill the bill in lots of places where you don't care to send an expensive gift.

### Cheap Perfumes are No Good.

We are free to say that cheap perfumery cannot be good perfumery.

The cheap odors smell like flavoring extracts. As a matter of fact cheap Carnation pink is mostly essence of cloves.

Taste of the first cheap carnation you find. You can test it for yourself.

We can sell you some *good* odors at comparatively low prices—low prices when the quality is considered.

Prices are not more important than quality. Quality has first call.

Our line of good odors is a 50c an ounce line. The best ones are 75c an ounce.

### Black Ink is Black.

Some of it is and again some of it isn't.

You want the sort that is. You want it to last. Ink that will fade is no ink.

We are selling Underwood's inks for our

## RETAIL ADVERTISING

best. They are so good that they are used by the government officers in England.

Our county officials use them. They write black, they stay black. No fade when you buy ink from us.

5c bottles; 50c bottles (pints); 75c bottles (quarts).

### We Keep Sponges.

The little bits of barber sponges.

The middle-sized bath sponges.

The great big wagon sponges.

See that you always have a good sponge around in summer for cleaning purposes.

The uses of sponges are endless and vary from washing windows to bailing out the boat.

The unbleached sponges are what you want for rough work. The light colored ones are bleached. Bleaching weakens the sponge fibre.

We sell a good general utility sponge for 25c. Bath sponges from ten cents up.

## FOR DRUGGISTS AND STATIONERS

### Muscle Brace.

Good blood makes good muscle timber. It takes exercise to develop that timber. We can't do that for you.

You must have the material or you can't work up the muscle.

Beef, wine and iron is the starter. It makes the foundation. It makes blood—red blood too.

It gives you ambition to get started. Nothing like getting a good early start.

Our Beef, wine and iron is made of the best beef extract, the purest citrate of iron and a carefully selected Sherry wine.

### A Solid Back

is the best back for a hair brush. The glued backs will separate if the brush is wet very often.

It's best to keep hair brushes dry, but no one does.

Get a solid back brush and wet it as often as you like.

We sell solid back brushes at 30c and from there up to \$1.50.

## RETAIL ADVERTISING

More bristles in the good ones, better bristles too, 50c gets a good serviceable brush. We have the glued back and aluminum combination backs, but we swear by the solid back.

### Not Always for Babies.

Baby powder—Talcum powder is not always for babies. More used for adults than for children.

It's good on all chafed or irritated surfaces. If you've never used it, you've missed much. If you try it you will wonder how you ever got along without it.

The Violet perfumed talcum is the nicest for the toilet—25c a can.

We have the borated and carbolated as well as the plain at 15c and 10c.

### Here Comes the Army

of currant worms.

Have you loaded your hellebore guns? You can have currant worms and no currants or currants and no currant worms. The two together you cannot have.

## FOR DRUGGISTS AND STATIONERS

It's easy to drive off these pests if you get an early start.

Sprinkle them good as soon as they appear. Sprinkle them again after the rain. Keep watch for the new crop.

You know all about it though. What you didn't know is that we are giving you a sprinkler top can and a pound of hellebore for 25c.

### For Fancy Work

of any sort, plain tissue paper or crêpe tissue, are valuable.

The use of tissue paper, particularly the crêpe, has increased greatly within a year or so.

The things to be made from a good French crêpe tissue such as we sell are innumerable. Lamp shades, which most everyone can make, are only one item in a long list.

Fancy dresses for children are easily made. The crêpe paper possesses greater strength than you would suppose.

Our assortment of the paper is sufficiently



## RETAIL ADVERTISING

varied to meet all tastes. Plain tissue, 2c a sheet. Crêpe in plain colors, 10c a roll; with border, 20c a roll.

### In Selecting a Tooth

powder, be careful!

Look out for acids that whiten the teeth at the expense of the teeth.

Your teeth will wear out fast enough without your using injurious acids upon them. Don't use a gritty tooth powder. Marble dust would be as good and would cost less money.

You can buy our powder, pure and smooth; pleasant to the taste as well; for 10c an ounce or 25c for a large bottle with a sprinkle top.

### Betsy Brown Nursers.

We have a nursing bottle with a metal rim outside of the glass neck.

Put the nipple over the neck, screw down that rim and the nipple cannot pull off. That's the Betsy Brown of it.

## FOR DRUGGISTS AND STATIONERS

10c for each bottle. They are graduated to 8 oz.

They're made of the best flint glass—thicker glass than the cheaper bottles.

We sell the other bottles in straight and bent necks for 5c each.

### Economy Gone Wrong

Don't economize on your health.

Economize on diamonds if you want to, but get the best when you buy medicine.

Be sure of your druggist and then take his word for his drugs.

We know our drugs are right. In some instances we have to charge more than cheap drugs would cost, but you are the gainer by it.

When we put our name on a package of drugs it guarantees the quality.

### Castile Soap.

for the millions. We have a proposition that is selling one cake of castile soap to all of our customers—more to some of them.

## RETAIL ADVERTISING

We give a 4 oz. cake of pure castile, white or green—wrapped in a good wash cloth, all for ten cents.

The soap is pure. We stake our reputation on that. The price is low and we charge you nothing for the wash rag.

It's in our buying that we gain the advantage enabling us to do this.

Don't confound this with the *cheap* wash cloth soaps.

This is a pure Castile.

### The Year Begins.

Don't be behind when the year begins. Start right and start with a diary. There's more comfort and convenience in one good diary than in a dozen ordinary pocket memorandums.

You have the whole year all dated before you. A diary doesn't mean that you must set down in it every night what you've been doing all day.

It means a place to put business or social appointments—bills and notes due and any

## FOR DRUGGISTS AND STATIONERS

sort of memoranda that may prove valuable for reference. A complete almanac and postal guide in each diary. An almanac right in your pocket whenever you need it. From 15c to \$1.50.

### Artists' Pencils

Have you found trouble in getting drawing pencils to suit? We have a full line of the artists' Dixon graphite pencils.

All degrees of hardness or softness from vvs to vvv H. It's a long way between too. If you use pencils for drafting, for sketching, for retouching negatives—for any purpose at all, you will appreciate our stock.

Drawing paper is part of our line too, so is tracing paper.

### To Help You Remember.

Our memorandum books—or rather, one of them would serve to remind you of whatever you are likely to forget.

When you spend a dollar,

set it down.

## RETAIL ADVERTISING

When you lend a dollar,  
set it down.

Whatever you do to use up money,  
set it down.

People who set things down are winners. Our vest pocket memorandum books are easy to carry—5c to 25c. We have the bigger books with pockets and without, indexed and plain—all sorts, sizes and prices. Butchers' books, grocers' books and time books.

### Letter Writer's Sealing Wax.

Sealing wax is growing in popularity, especially with feminine correspondents.

We have dainty little sticks of perfumed wax in all the colors and shades of note paper, azure, silver grey, bronzes, blues, etc.

We can please you sure.

8c a stick. 25c for a box of four sticks.

Initial seals in stock too—all the letters of the alphabet—25c each.



## FOR DRUGGISTS AND STATIONERS

### Dental Floss.

Lots of people don't know about it.

When you get an obstruction between the teeth and the tooth pick will not touch it, then you wish you had some dental floss.

It is silk and it's strong.

It saves discomfort to carry a spool in the pocket always. It will save dentist's bills too.

It is a little thing to write an ad about, but we want you to know that there is such a good thing to be had. Ten cents buys a spool that you can carry easily.

### Baking Soda.

What is in the baking soda you use? Do you ever wonder if it's pure? Are you buying it where they know what it's made of—what it might be adulterated with?

Perhaps there's a goodly per cent. of carbonate (sal soda) in it; perhaps it is part sulphate (Glauber salts). Those are two of the commonest adulterants.

Can your grocer detect those impurities?

## RETAIL ADVERTISING

We can tell whether ours is right or wrong. We test every package that comes into the store. If it's not O. K. we do not keep it. Our price is no more than anybody's—10c a pound.

### Oil of Castor.

Every household uses castor oil occasionally. Most farmers and teamsters use it—a cheap grade—for axle grease.

We keep two sorts—the medicinally pure and the coarser sort.

The household, medicinal kind is the cleanest, purest, best oil made. 30c a pint. Nothing in it but belongs there.

The other oil is thicker, heavier, and possesses great durability.

It's only 20c a pint. It wears longer than any other axle lubricant you can get.

### Household Spices

at household prices.

The fruit season brings its canning and pickling time. Preserves to be preserved and pickles to be pickled. Into the pickles go lots of spices.

## FOR DRUGGISTS AND STATIONERS

The spice business is something we haven't pushed before. Just recently we have put in a good line of ground spices of all sorts; mace, cloves, cinnamon, curcuma or turmeric, etc. These came from a manufacturer of essential oils who secures for his business the best spices that grow.

The oil has *not* been extracted from these spices as it often has from the cheaper grades. Our prices are scarcely any higher than you've paid before for worse goods.

### Standard Books at Startling Prices.

A new lot of 500 12 mos. has come to our store. Over 400 titles.

Every book bound in good cloth with name on back and front of cover.

All the best works of all the best authors. Dickens, Eliot, Thackeray, Dumas, Weyman, Doyle. Those are representative names.

If you cannot find a book to suit it won't be because we haven't enough variety. These books are 20c each or six for a dollar. Get them now and lay them aside for Christmas. There will be less variety then.

## RETAIL ADVERTISING

### There's Odds in Ginger.

That's an old saying never yet denied. When you're buying ginger, buy it from us. Our ginger is the best.

We are ginger judges.

We use particular care in getting the best, for the best is what our customers want.

We buy of people who have a reputation for pure drugs.

We sell our ginger for the same price that you've paid for a poorer grade.

### Quinine \$23.00 an Ounce!

How would you like that? That's a war time price. It is high enough now—60c an ounce, but that's a drop of \$22.40.

Our quinine is a better article too than that war time quinine.

If you buy two grain quinine pills we'll charge you 5c a doz., 35c a hundred for the best in the world.

The most successful way of taking quinine—the way that gives surest results is to use the soluble elastic capsules. They are 10c a dozen for the two grain size.

## FOR DRUGGISTS AND STATIONERS

### Our Soda Glasses

are as clean as glass can be made. We buy them in barrel lots—always enough clean to last through a rush. The dirty ones are *washed* not merely rinsed. We take our time at washing them too.

### Cold !

Every glass comes right out of a 34 degree temperature to be used.

This adds to the chill of our cold soda.

Warm soda is bad soda.

Good soda is cold soda.

Have you tried our new “ Mint Fizz? ”

### Health to Spare?

No one has health to spare. Don't take chances with your health.

Look out for places around your house where disease germs might hide.

Use lots of disinfectant. The low price of it gives no one an excuse for negligence.

Copperas—5c a pound—10 lb for 30c.

That's the cheapest thing.

Chloride of lime in 5c, 10c, 15c, zinc cans



## RETAIL ADVERTISING

with sprinkle tops is good, and it's easy to use.

Platt's chlorides cost more and are nicest to use indoors; 50c a bottle.

### Cleaning Time.

Men never see the use of house-cleaning. It's a habit. Women don't see the use of smoking, but that doesn't deter men from using tobacco.

All of which has nothing to do with the fact that we are selling the best household ammonia ever made for 10c per bottle.

It contains a larger per cent. of ammonia than most of them and will clean everything about the house.

Ten cents a bottle and directions on the bottle.

### A Strong Vanilla.

If you buy cheap vanilla, you get an extract made from what are known as Tonka beans. It is all right if you like Tonka—nothing harmful about it, but Tonka beans are not vanilla and never will be. They are a cheap,

## FOR DRUGGISTS AND STATIONERS

rank substitute. Vanilla beans are worth now about \$16.00 a pound. Tonka beans are worth \$1.00 a pound.

Our best vanilla is all vanilla—no Tonka. We have a cheap extract which is a mixture of the two and we sell it for just what it is. You pay for what you get. The best is 10c an ounce, the other 5c.

### Peppermint and Wintergreen.

Those two flavors deserve separate mention. We make them both just as the U. S. Pharmacopœia (the national recipe book) directs. That means that they are full strength. No attempt on our part to increase our profit at the expense of quality.

Try essences from our store and see if they do not go farther than the ready made, ready bottled kind.

Our wintergreen is nearly colorless—that's the way it should be.

Our peppermint is a rich dark green—that's the way it should be.

Our price is 5c an ounce. We sell only in bulk—that's the way it should be.

## RETAIL ADVERTISING

### For Chapped Hands,

lips, face, or any roughness of the skin, why not try our Velvet Cream?

It is no new thing—we have sold it for years with perfect satisfaction to us and to the buyers.

You can put on gloves after using it. It is not sticky or greasy. We guarantee it, you know.

*Price, 22c per bottle.*

If you buy it once you'll buy it again.

### Tooth Supplies.

Everyone uses tooth powder, tooth brushes and tooth picks.

We sell the powder in bulk for ten cents an ounce.

We sell too, all of the well known powders, pastes and washes.

Tooth brushes from 5c to 50c. A guaranteed, four row, all French bristle brush for 25c. If the bristles come out, the quarter is yours again.

Toothpicks, large packages, 5c; small packages (Japanese) 10c.

Quill toothpicks, 5c a bunch.

## FOR DRUGGISTS AND STATIONERS

### Styles in Soap?

Well there is such a thing as stylish soap.  
We sell it too.

The stylish soaps are not cheap. That is  
not their attraction.

We are talking about Roger and Gallet's,  
Colgate's and other good people's soap.

Roger and Gallet's cost more than any other  
kind. They take second place for no per-  
fumed soaps made.

Savon a la Violette.

Savon Héliotrope Blanc, and several more—  
only 25c a cake. We can go higher on other  
grades.

Colgate's Cashmere Boquet at 18c and 27c.  
We call these stylish soaps because stylish  
people buy them, as much as for any reason.

### Children's Books.

There's always a picture book to be bought  
for the baby, even when the baby is a baby  
no more.

We have the linen books that won't tear,  
with pictures the baby can't lick off. They  
are 5c and 10c. Plenty of bigger books with

## RETAIL ADVERTISING

board covers and lots of pictures at 5c, 10c, 15c, 20c, 25c.

We have some of the handsome new high priced juveniles at higher prices. Plenty of story books for older children.

### Dainty Perfumes for Dainty People.

Our violet is the best violet.

That statement alone probably does not convince you. Everybody tells about that same story.

Here's how you can tell that we are saying what's so.

Bring in your bottle and buy a trial supply if it's only ten cents' worth.

Take the perfume home and try it. Use it all up, we don't care. Bring the bottle back and get some more if you liked it. Throw the bottle away and come and get your ten cents if you didn't like it.

That's the way we sell our violet—or any other perfume. We take the chances.

### Picture Books for Grown Ups.

We have a new stock of handsome illustra-



## FOR DRUGGISTS AND STATIONERS

ted holiday books at all prices from five cents to five dollars.

The five cent ones are little illuminated booklets, just remembrances to take the place of Christmas cards.

The better books are all the much advertised books of travel and the new Gibson and Wenzell books at a quarter off from publisher's prices.

They are well worth seeing.

In our window this week.

### Drug Store Tobaccos

are generally better tobaccos than those bought elsewhere.

The drug store patrons want better tobaccos, that's why.

Smokers go naturally to the druggist for a good smoke.

We have a new imported tobacco—Latakia—put up in 2 oz. tins with double lids to keep the tobacco in good condition.

Every can sells for 25c.

Every buyer buys again.

It's as near harmless as tobacco can be be-

## RETAIL ADVERTISING

cause it's pure. If you must use poison, use it pure.

### When the Whistle Blows,

just remember what it was your wife wanted you to bring home from the drug store.

In this rough March weather most everyone's wife wants a bottle of our Velvet Cream for chapped hands and face.

It is a mighty pleasant lotion at a mighty pleasant price; 15c for the same size bottle that costs a quarter in other kinds.

If you don't like it you get your 15c back again for saying so and nobody is disgruntled.

We're always cheerful about that money back business.

### Makes Your Back Lame

to get out these spring days and dig around in the garden, doesn't it?

It's good for you though. Good for the garden too, probably.

Your appetite grows doubtless, and as for

## FOR DRUGGISTS AND STATIONERS

the lameness, one of our strengthening  
plasters

### Makes Your Back Well

in a day and a night.

It costs you only 20c and you feel like another man. You will want to weed gardens all the while.

### Smith Invites You

to his new store.

There's all in a good start. We want to start right. We can't get everybody's trade, though we admit we would like to.

We only ask you to try us. Our hope is that we'll give you such service and satisfaction that you'll keep coming.

Of course our goods are fresh. We are not going to run a "cut rate" store but we can save you some money.

Above everything we intend to please every customer or give that customer's money back. We intend to do business on that plan—if you're not satisfied the money is yours.

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### According to Hoyle.

We keep playing cards and books on whist. Hoyle's "Games" and all the standard works.

Our playing card stock is always full. Lots of variety in backs and prices.

### Indian Backs

are the lucky ones now.

40c a pack for the art back cards. "Bicycles" in great variety at 20c.

"Steamboats," 10c.

The bicycle card is a good all-round card. Try it at your whist table.

### Here's Your Tally

card stock for euchre, whist or "hearts" parties. We have the cards and we have the gold, red and green seals and stars.

Tally cards in fancy bicycle, golf and other designs.

Speaking of golf—we have golf score cards too. Tally cards, 5c to 50c a dozen; seals, 10c a box. Golf score cards, 5c per pkg.

Playing cards for all known games and for many games not yet discovered.

## FOR DRUGGISTS AND STATIONERS

### Hello, Camera Fiends!

Do you develop your own negatives?

How is the "hypo" you've been using?

Have you tried our granular hyposulphite of soda?

It is made by the patent Tremley process. Dissolves much more readily than the old crystal form. It is purer too.

Costs no more—costs less than some sell crystals for. 10c a pound; 5 lb for 35c. We have all the other photo stuff.

### About Cream Tartar.

Cream of tartar is made from the crude deposit in the bottom of wine casks. The original stuff is called "argols."

There are just two American cream of tartar manufacturers. When they agree, up goes the price. When they disagree, down goes the price.

The grape crop of France affects the price too.

We bought a case while the makers quarreled.

Our price while this lasts is 35c a pound.



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This is the pure article, just as it came from the factory—no adulteration of the drugs or food stuffs we sell.

### Talcum Talk.

You know what talcum is probably. Nothing but purified French chalk—but it must be pure.

Powders to be used on chafed, irritated surfaces must contain nothing that can prove injurious.

If the powder is put up in tin, the tin must be the best tin. Tin sometimes contains impurities.

Our talcum is pure. It is put up in pure tin boxes. It is finely perfumed with violet. The price is 18c.

### Don't Cover Your Face

with a newspaper when you take a nap. Get a few sheets of fly paper and you won't be bothered with flies.

We sell the sticky fly paper at 2c a sheet, 40c for a box of twenty-five sheets. Is that cheap enough?

## FOR DRUGGISTS AND STATIONERS

Poison fly paper—the old reliable Dutcher's  
—5c per sheet.

One sheet goes a long way.

Insect powder 50c a pound.

That's a fly killer too.

### All the New Magazines

are on our counters as soon as they are published. If they're out they're here.

Of course you know the prices—same everywhere.

We take subscriptions to any periodical published at regular rates.

If you aren't in the habit of looking over our magazine stock once or twice a month or week, just form that habit. You will find that you've been missing a lot of good things.

Big line of paper novels too. 10c each.

“What done it?”

“Rum done it.”

Bay rum at that.

Our bay rum is of two kinds: domestic and imported. The domestic is the best domestic—the imported is the best imported;—it is really imported too.

## RETAIL ADVERTISING

The domestic is made up with alcohol, and the imported is made with rum.

That is one difference between the two.

The domestic is 40c a pint.

The imported is 65c a pint.

Better not try the imported unless you can afford to use it always. It spoils the liking for the cheaper grade.

### Does Your Wagon Sponge Leak ?

We have a new bale of wagon sponges.

We save 10% by buying in bales.

You get the advantage of that saving.

10% in our cost means 15% in the cost to you, with the same per cent. profit to us.

Natural sheepswool sponges for wagon use, at 35c. They are the toughest of the tough.

They cost a little more than the cheap grades, but they're cheaper in the end.

We'll save you money on any grade.

### Correct Stationery.

It is worth something to buy your stationery where the styles are correct.

## FOR DRUGGISTS AND STATIONERS

We buy direct from the maker. No middleman to work off his dead stock on us as "the latest thing."

We keep abreast of the times. We know what's right. Our prices are as right as our styles.

Prices all the way from ten cents to a dollar per box.

Pound packages at ounce prices.

### Who Rolls Your Pills?

Did you think all pills were made the same, —all quinine pills, for instance?

No more so than all flour is alike.

Some manufacturers make quinine pills of no more medicinal value than sawdust pills would be.

We use the greatest care in buying all our pills (other drugs no less) and know that they are right.

They will dissolve.

If your physician prescribes pills—come to us. Our pills are all fresh. Stale pills become insoluble.

## RETAIL ADVERTISING

### Have You Friends Abroad ?

When you get ready to write to them you will want our " foreign mail " stationery.

We have that paper in boxes at 25c; by the quire at 10c a quire, and in tablets at 10c. The envelopes are 10c a package.

This isn't a cheap paper. It is a real linen bond and standard stock.

You need it for foreign letters because postage abroad is 5c for a half ounce.

You need a light weight paper.

### Cotton for Medicine.

We don't mean for internal use, but for bandages, applications to wounds, sores, burns, etc. For applying medicines to the eyes and nostrils.

Since the cotton is to be used on raw surfaces, it is very important that it should contain no impurities. It needs to be chemically pure just as much as if it were to go into the stomach.

Our cotton is put up in sealed packages. We sell it only by the package—from 5c to 60c. When you get a package you know it's



## FOR DRUGGISTS AND STATIONERS

right, it's never been opened. Don't buy a cheap cotton and take chances.

### A Special Blue.

We have a special blue in fine box paper.

It's the prettiest shade ever made.

We know you'll like it. It is the correct size and shape.

The envelopes have a look of style to them when ready to mail. Style counts for much in stationery.

People will be glad to get letters from you on that paper, if they are ever so brief.

The price too is satisfactory to buyers—23c for a box that lots of dealers ask 35c for. Our window is full of the papers—have a look at it.

### Keep Horses?

People who keep horses have to give them medicine at times. If you have many horses you have to use a good deal of medicine in the course of a year.

Glauber salts, or horse salts are the common physic for horses and cattle.

## RETAIL ADVERTISING

We'll sell you Glauber salts for 5c a pound, or ten pounds for 35c.

Better buy ten pounds. It will come handy sometime or other.

The salts are pure—all our drugs are pure.

### Butter Color in Bulk.

If you make butter you are interested in saving money on the color you use.

We sell Thatcher's, Hansen's, and Wells, Richardson & Co.'s by the ounce, pint or gallon. The first and last named are 50c a pint. Hansen's is 60c. We think one is as good as another, but every butter maker has a preference.

When you buy one of the dollar bottles put up by the maker you get as much as would cost you 50c or perhaps 60c in bulk.

Bring your bottle and let us fill it.

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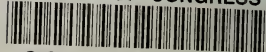
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